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

AMOUNT OF FUNDING REQUESTED:$4000

1. **EVENT:** Pasco Eco Fest **DATE(s) OF EVENT:** Nov. 9-11, 2012

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

Address Location of Host Hotel: Quality Inn and Suites Conference Center; 5316 US 19 N

City New Port Richey State Fl. Zip 34652

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

Legal Name as per registered with **Sunbiz.org** **Fine Arts of the Suncoast, Inc.**

Address P.O. Box 609

City New Port Richey Zip 34656 Website www.pascoecofest.com

4. **EVENT CONTACT:**

Name Kacey Atkinson and Kira Atkinson Title Co-Directors

727-809-2306 and 727-992-1382

Phone No. (727)727-809-2306 and (727)992-1382 Fax No. (_____) ___

E-mail kaceyatkinson84@gmail.com and kiraatkinson@gmail.com

5. **TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.):20-5276630**

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)
Yes, the 2012 Paso EcoFest received a grant of $1873.

Overview of Event:
In 2012, the event was a three legged event inclusive of promoting eco-wildlife, eco-art and eco-Pasco local destinations. Additionally, a popular geo-caching competition was added and became one of the highlights of the weekend. This was a family friendly event, and technology was introduced through geo-caching challenge and use of sponsor QR codes on geo-caches. Additionally, each sponsor had a unique QR code that directed smart phone QR code readers to their local business or organization.
For the 2013 event, the coordinators will build on the best attended activities and pare down the Pasco Eco-destinations to :

- J.B Starkey WildernessPark:
  - Family biking throughout Starkey Park and onto Suncoast Trail
  - Hiking, camping
  - Herb walks, bird walks
  - Stargazing
  - Outdoor evening movie, smore's and bonfire, drum circle
  - Eco-speakers at park education center
  - Geo-caching
- Downtown New Port Richey:
  - kayaking from "Market off Main" promoting kayak trip south to Frances Ave. Park and north along the Cotee River. Kayak paddling course at NPR Aquatic and Rec. Center
  - Downtown NPR Mainstreet: "Green Vendor-Market" along Mainstreet promoting "Build a Better Block" idea and a downtown NPR sustainable garden tour.
  - Geo-caching
  - New Port Richey library: eco-friendly workshops, green film series, a green booksale, and "Foodie Truck"
  - New Port Richey library to promote children's sidewalk art.
  - West Pasco Art Guild and Progress Energy will again promote eco-art throughout this weekend.
  - Pasco EcoFest will also partner with downtown NPR Harvest Fest occurring same weekend and co-promote.
    - PEAG will have a benefit art show on Friday, 11/9 to benefit the Pasco Homeless Coalition and an art show in Simms Park. Harvest Fest will provide a Bluegrass Festival in Simms Park on Sat.-Sun., 11/10 -11/11.
    - Downtown NPR will also allow artists to paint benches along Mainstreet on the bridge.

- A geo-caching challenge will be incorporated from west Pasco in downtown NPR, through Starkey Park and to the Suncoast Parkway in central Pasco County. Plans are to get the geo-caching placed on Geo-caching.com for greater exposure and draw. This will again be a challenge competition, as the geo-caching challenge was a surprising success in 2012, with 65 team members participating, and many from outside of the county.

New idea will be promoted: solicit "Voluntourism", where people plan a vacation stop and volunteer. A volunteer appreciation picnic will occur on Sunday, Nov.11 at Starkey Park.

Year	Grant Funding
2012	$1873

7. **LIABILITY INSURANCE?** _____No x ____Yes Carrier Landi Insurance

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

PASCO ECO FEST 2012 Budget

INCOME

Sponsorships	12000	
TDC	4000	
TOTAL INCOME	16000	

EXPENSES

Ads	5000	
Art Awards/Geo Cache Prizes	850	
Bank Charge: charge card machine	90	
Beneficiary: CSO's, Art	0	Depends on actual revenues
t-shirts: sponsors, volunteers	1560	
Entertainment/Speaker	500	
food: reception	400	
Insurance: Landi Ins.	622	
Misc	100	
Office Supplies/Geo-cache containers, items	250	
Printing	200	
Prof. & Legal Fees	200	
Rentals (equip, etc)	500	
Signs	900	
Web expense	2000	
Other: Drum Circle	300	
TOTAL	13472	

PRODUCTION OF ROOM NIGHTS AND ECONOMIC IMPACT

9. HAS HOST HOTEL(S) OR ACCOMODATION PARTNERSHIPS BEEN SECURED? Being completed at present. No Yes If yes, indicate place(s), contact(s), telephone number(s)

Hotel	Contact Telephone Number
Quality Inn and Conference Center; New Port Richey, FL 727-847-9005	Karen Candales
Homewood Suites; Port Richey; Port Richey, Fl. 727-819-1000	Robert Knauf
Days Inn and Suites; Port Richey, Fl 727-869-9999	Gail Cushman

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. 9	20	2	(40)	$72.00	=	$2880
Nov. 10	15	1	(15)	$72.00	=	$1080
Total:						$3960

12. QUALIFIED ROOM NIGHT PRODUCTION/HISTORY:

Year	# of Rooms	# of Nights	Total Room Nights	Avg. Room $
Example	50	2	100	$75
2011	10	2	20	$72
Total				

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight): 1000

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight): 400

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.

Attached PDFs

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) We used data found through Alexa, Facebook analystics and other website drilling tool that shows demographics of info. desired, with interests categorized by age and gender. We also surveyed at event and online for changes that 2012 event participants would like to see. See attached analytics.)

ADDITIONAL INFORMATION

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

20. Has the organization volunteered at other local events and/or travel expos with the Office of Tourism Development to promote Tourism? Yes_x_No _____

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

RECYCLING

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? Library will place a recycling bin at location, and NPR Aquatic and Rec. Center already have recycling bins. Additional recycling bins will be provided at Market off Main.

2) Site examples of getting a buy-in from everyone... from sponsors to vendors to volunteers to attendees; Strong statement on event on website and on literature. "Less trash = Better Environment", and this event focuses on ecology and environment. We will clearly mark receptacles used for recycling.

3) What is the majority of your trash? Do you know what you can recycle? Water bottles, drink cans, minor amt. of paper.

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS?

	Cost	Usage	Total per activity
Hotels	72.00	55	$ 3960.00
Gas	$ 3.00	2000	$ 6000.00
Shopping	$ 5.00	1400	$ 7000.00
Kayak rentals	$ 35.00	30	$ 1050.00
Horse riding	$ 50.00	15	$ 750.00
Airboat/River boat trips	$ 50.00	14	$ 700.00
Food	$ 10.00	1400	$ 14000.0
Arts sales	$ 100.00	50	$ 5000.00
Event Dinner	$ 5.00	100	$ 500.00
			$ 38,960.00

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)

- Real time event activities will be texted out to all cell phones
- PEF Website will be set up to accept reservations for eco tours, talks and will also be accessible through mobile phone
- GPS for geo-caching will be through website
- Sponsor Splash pages that offer value, provide geo-cache info. for sponsor businesses, will connect through website and business social media of choice.
- QR codes, used by smart phones, will be used at sites to direct visitors to value splash page or information web page.
- Social media will be used by sponsors, volunteers and event coordinators to promote event prior to event and during event.
- Video and photography will be done for promotion and website
- Local radio for announcements and in depth interviews
- Newspapers to inform first early about event and how to connect to technology. Tampa Tribune, Pasco Tribune, Suncoast News, Hernando Today, Tampa Bay Times Weekend, TBT will all be used.
- Bay News 9 online Community Calendar
- VisitFlorida.com destination page being made
- Zevent on TBO.com event calendar
- Directional snipe signs
- Banners at prime locations
- For those without mobile device, mobile info. will be available on PEF website at www.PascoEcoFest.com.

4) How convenient is it for your participants and visitors to deposit both trash and recyclables? We will make sure that placement of recycling receptacles are in proximity to the activities and visually obvious at the entrance/exits.

5) How do you determine who and how will the collection and disposal of both trash and recyclables? Parks and partner organizations will be responsible for location pickup and disposal.

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.

Pamela M. Marron
Official's Signature

Pamela M. Marron, President,
Official's Name and Title
Fine Arts of the Suncoast, Inc.

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.

Marjorie Golub
Official's Signature

Marjorie Golub, V. Pres & Treasurer,
Official's Name and Title
Fine Arts of the Suncoast, Inc.

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.

Kira Atkinson
Official's Signature

Kira Atkinson, Ecology Club,
Official's Name and Title
Pasco Eco-Fest Co. Director.

LEE LOGAN | Times

The 20,000-acre Starkey Wilderness Preserve has plenty of secluded areas, such as this spot by the Cotee River.

» LOGAN continued from 1

The surprising wilds of west Pasco County

ago, it was a great way to get acquainted with some of the county's best-kept secrets. I don't think I was the only one who learned a thing or two about the area last weekend.

Of course, the trip wasn't without fault. It's far too difficult for the average person to see the mangroves and trails inside the Werner-Boyce Salt Springs park. Budgets are tight, but state officials would find many grateful residents if they coughed up a few nickels to improve access points at Florida's newest state park.

One other beef: We encountered far too much litter. Nothing spoils a good romp through the woods like finding an old beer bottle or a Panera coffee cup. Call me old fashioned, but people should have more respect.

But on balance the trip was a blast. Some other recommendations:

Everyone should spend more time in New Port Richey's Grey Preserve. Follow a trail that snakes along the Pithlachascotee River for views that just beg you to settle down on a bench for an hour or two with a good paperback. On a pretty Sunday afternoon, we were one of two cars in the parking lot. Now that just ain't right.

The Starkey Wilderness Preserve doesn't exactly qualify as a "hidden gem," but there are still many areas in the huge park that most people haven't explored. During two days in the park, we found a secluded spot farther upstream on the Cotee River and had a blast rooting for buried treasure in the Serenova Tract. If you haven't been lately, consider making a day of it.

And I'd be remiss not to mention Key Vista Nature Park. The 100-acre park has a pleasant walking trail that cuts through palms and pine trees before hugging the coast. Don't miss the four-story observation tower. You can look out over the gulf of Mexico and imagine what west Pasco must have looked when it was still wild.

Photos by LEE LOGAN | Times

The top of the four-story observation tower at Key Vista Nature Park provides a great view of the gulf and of wildlife.

LEE LOGAN
llogan@sptimes.com

I was trudging through some tall grass a week or so ago. I was wearing shorts, and the mosquitoes were out in force. The weather was a touch warm for late November. In the back of my mind, I thought: Isn't there a college football game I should be watching right now?

I slipped while climbing up a steep, rocky cliff, and nearly dropped my wife's smart phone, which was doubling as a GPS guide. My wife and I were on a mission, and so far we were failing. At the top of the cliff, we spent a good 15 or 20 minutes with our eyes glued to the ground and the screen.

Then we looked up.

We got spoiled by the view of the Aripeka Sandhills Preserve, public land in northwest Pasco that was set aside in 2007, largely for its value as habitat for the threatened Florida black bear.

From atop the cliff, you can see rolling hills several hundred yards away, as well as acres of meadows and forests. There's a large lake that comes right to the edge of the cliff. The land seems drier than most of Florida, a scene straight out of the Texas Hill Country where I grew up. That's the American West — *not* west Pasco.

In a word-association game, most people would answer "west Pasco" with some version of "U.S. 19." But there's a funny thing about this area. What seems like a solid strip of development still has a few surprises up its sleeve.

Think about your trips over the past several months. Raise your hand if you've visited the Aripeka Sandhills property. How about the James E. Grey Preserve? Key Vista Nature Park?

Now, don't everybody raise your hand at once.

These aren't your typical county parks with ballfields and playground equipment and the occasional swimming pool. These are for the hikers, the bird watchers, the people who pause for an extra second or two at that perfect bit of wilderness.

Key Vista features 100 acres laced with pleasant walking trails cutting through woodsy areas and hugging the coast.

My wife and I took a whirlwind tour of some of west Pasco's prettiest places last weekend as part of the inaugural EcoFest. We were competing in a "geocaching" challenge, basically a glorified scavenger hunt with global satellite coordinates as clues.

Our goal was to find 48 small plastic boxes containing trinkets and a visitor log. For those keeping score at home, we found 26. As a reporter who started in Pasco nine months

» See LOGAN, 12

business. Most of the cases were car accident victims on U.S. 19.

"If you've driven 19, you know," said Dr. Scott Norwood, the hospital's new trauma center medical director and an experienced trauma surgeon.

The hospital's opening of its $4.5 million trauma center seemed to happen quickly and quietly, a day after state officials gave it provisional approval Nov. 18. But it really was the culmination of 16 months of renovations, hiring and training.

Bayonet Point was among five HCA hospitals applying for trauma center status. It cited a need for patients in Pasco, Hernando, Citrus, Sumter and north Pinellas counties to get help closer to home.

Level 2 trauma centers differ from Level 1 mainly in staffing requirements. A Level 1 facility must have all its specialists in house, while a Level 2 is allowed to have some nearby. Level 1 facilities typically treat spinal cord injuries. Tampa General is a regional burn center, so it will continue to treat burn traumas. Child trauma victims will continue to be sent to pediatric centers.

The application drew opposition from rival trauma centers Bayfront Medical Center, Tampa General Hospital and St. Joseph's Hospital, who sued. They argued there isn't enough business for so many costly facilities that are staffed and equipped to deal

» See TRAUMA, 3

"There's a real need for it up here. It's kind of isolated up here. There are a lot of rural roads up here."

Dr. Scott Norwood, medical director of Bayonet Point's new trauma center.

Who said there's not good news in the newspaper? Hometown Pasco, Page 4

Pasco Times

tampabay.com

Sunday, November 27, 2011 R | PSC

Surprising wilds of western Pasco

Trauma center long in making

Regional Medical Center Bayonet Point has been busy preparing to open.

BY LISA BUIE
Times Staff Writer

BAYONET POINT — With the green light from the state at least for now, Regional Medical Center Bayonet Point began treating its first trauma patients last weekend.

They didn't have to look far for

PASCO ECOFEST

SuncoastArtsFest.com
January 21-22, 2012

suncoast ARTS FEST

November 18-20, 2011
PascoEcoFest.com

This year, discover the wild and the arty in Pasco County, Florida!

Pasco County Florida
It's only natural.
Dade City • New Port Richey • Zephyrhills

...nty: Anclote River Park, Anclote Gulf Park, ...Key Vista Nature Park, Jay B. Starkey Wilderness Park, Key, Eagle Point Park and Frances Avenue Park.

A list of more than 70 outdoor activities taking place at the parks, including kayaking, bird-watching, hiking, airboat and riverboat rides, horseback riding, drum circles, guided tours, nature presentations, nighttime bonfires and more can be found at www.pascoecofest.com.

People with smartphones may go to the website and scan a quick response code that will give them access to the EcoFest mobile website so they can get event updates while on the road. Those who don't have the phones can text "PEF to 82672" on any cellphone that has text messaging and opt to receive special deals and information via text and get a web link to access the mobile site.

If there is a central hub for Pasco EcoFest, it is Homewood Suites, 11115 U.S. 19 N., where the festival will begin with a reception party from 6 to 9 p.m. Friday.

A $5 donation is requested to attend the party, which will feature entertainment by folk singer Mike Jurgensen, opening remarks by Jay B. Starkey and an appearance by Ken Greene of "The Amazing Race."

At 7 p.m., Greene will announce the start of one of the biggest components of the weekend's activities, the Pasco EcoFest Geo-Cache Challenge. Using global positioning systems, individuals, families or teams will set out to find 48 geo-caches placed in and around 10 Pasco County parks. Prizes will be awarded Sunday for top finishers.

A Geo-Cache Challenge passport can be picked up at the reception Friday or throughout the weekend at Homewood Suites, any of the major venue park locations and at select AT&T stores.

Homewood Suites also will host an art show during EcoFest, showcasing works by artists from the West Pasco Art Guild and Progress Energy Art Gallery.

For information, visit www.pascoecofest.com.

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So, if you care more about getting a ticket than you do about dying, buckle up anyway. You'll be surprised how much you can save.
In 2009, among drivers 15-19 in Florida:
• 29,485 teen drivers were involved in motor vehicle crashes that left 153 teen drivers and passengers dead.
• Of those teens under 17 years who were killed in automobile accidents, 62% were not wearing seat belts.
• Crashes were the leading cause of death for teens in Florida (and across the U.S.)
Source: Florida Traffic Crash Statistics Report 2009
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0003082900-02

EcoFest

From Page 13

clote Key, Eagle Point Park and Francis Avenue Park.

Entrance fees will be waved at all of the parks during the three-day event.

A list of more than 70 outdoor activities taking place at the parks, including kayaking, bird watching, hiking, airboat and riverboat rides, horseback riding, drum circles, guided tours, nature presentations, nighttime bonfires and more can be found at www.pascoecofest.com.

Those with smartphones can go to the website and scan a QR code that will give them access to the EcoFest mobile website so they can get event updates while on the road. Those who don't have smartphones can text "PEF to 82672" on any cell phone that has text messaging and to opt in to receive information via text.

If there is a central hub for Pasco EcoFest, it is Homewood Suites, 11115 US Hwy 19 N., in Port Richey, where the festival will begin with a reception party from 6 to 9 p.m. Friday.

A $5 donation is requested to attend the party, which will feature entertainment by award-winning folk singer Mike Jurgensen, opening remarks by Jay B. Starkey and an appearance by Ken Greene, who guests may recognize from season 13 of "The Amazing Race."

At 7 p.m. Greene will announce the start of one of the biggest components of the weekend's activities, the Pasco EcoFest GeoCache Challenge. Using global positioning systems, solo contestant's families or teams will set out to find 48 geo-caches placed in and around 10 Pasco County parks. Prizes will be awarded on Sunday for the top competitors.

A Geocaching Challenge Passport can be picked up at the Friday reception or anytime throughout the weekend at the Homewood Suites, any of the major venue park locations and at select AT&T stores.

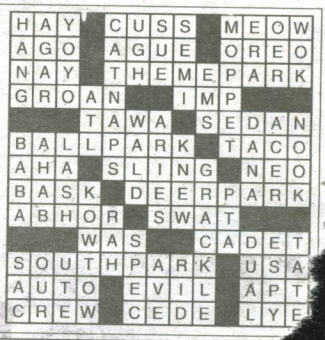
For more information and event details, visit www.pascoecofest.com.

klowry@suncoastnews.com
(727) 815-1067

FILE PHOTO

Whether it's kayaking or taking a guided boat tour, several EcoFest activities will be centered around water.

Crossword Puzzle Page 25



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EcoFest events will take place at 11 parks in the cou
Landing, Green Key Beach, James E. Grey Preserve, K
Werner-Boyce Salt Springs State Park, Anclote

FRED BELLET/STAFF

Pasco EcoFest touts more than 70 outdoor activities at parks throughout the county.

Recreation

From Page 1

"But the one thing it has in spades is nature. Most of us live fairly close to nature if not in nature."

Pasco EcoFest aims to celebrate and emphasize that to people who live in the county and to eco-tourists.

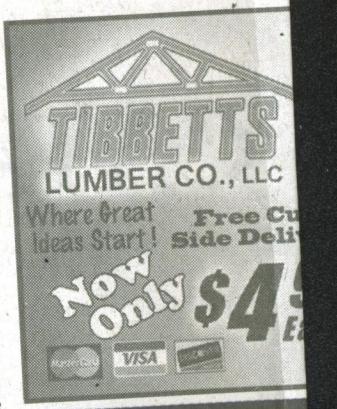
"Originally our idea was, 'How about putting on a bird event?'" Golub said, noting that bird-watching is popular.

But as she and Marron thought about it, it occurred to them that a birding event would reach only one segment of the population. And they wanted to emphasize the diversity of outdoor recreation for all tastes and age groups. As they considered what other activities and parks to highlight, the answer became clear: all of them.

"There's a huge range of things for people to do," Golub said, and Pasco EcoFest will encompass a little bit of all of them, for every taste, interest and activity level.

EcoFest events will take place at 11 parks in the county: Anclote River Park, Anclote Gulf Park, Durney Key Landing, Green Key Beach, James E. Grey Preserve, Key Vista Nature Park, Jay B. Starkey Wilderness Park, Werner-Boyce Salt Springs State Park, Anclote Key, Eagle Point Park and Frances Avenue Park.

Entrance fees will be waived at all of the parks during the three-day event.



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EcoFest praises Mother Nature

3-day event celebrates county's natural treasures

BY KLINT LOWRY
The Suncoast News

PORT RICHEY — Marj Golub and Pam Marron, the duo who developed the Suncoast Arts Fest and have it seen it grow into one of Pasco County's signature events, decided this year to put together a festival focusing on the greatest artist of them all, Mother Nature.

The result evolved into the Pasco EcoFest, a three-day outdoor entertainment extravaganza, which will make its debut Friday, Saturday and Sunday with events and activities throughout West Pasco.

"It's all about the outdoors," Golub said, explaining that Pasco EcoFest is not so much a single event but several recreational activities put together to make a collective statement about the county's greatest asset

In terms of recreation and tourism, there are a lot of things Pasco County doesn't have concerning cultural amenities and entertainment compared to, say, Hillsborough or Pinellas counties, Golub said.

"But the one thing it has in spades is nature. Most of us live fairly close to nature, if not in nature."

Pasco EcoFest is meant to celebrate and emphasize that fact to the folks that live here and to encourage ecotourism into the county.

"Originally, our idea was 'how about putting on a bird event?'" Golub recalled.

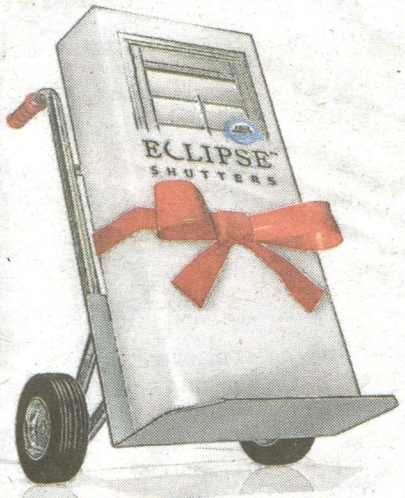
But the more she and Marron thought about it, it occurred to them that a birding event would only reach one segment of the population. And they wanted to emphasize the diversity of outdoor recreation for all tastes and age groups. As they considered what other activities and parks to highlight, the answer became clear — all of them.

"There's a huge range of things for people to do," Golub said, and Pasco EcoFest will encompass a little bit of everything, for every taste, interest and activity level.

EcoFest events will take place at 11 parks in the county: Anclote River Park, Anclote Gulf Park, Durney Key Landing, Green Key Beach, James E. Grey Preserve, Key Vista Nature Park, Jay B. Starkey Wilderness Park, Werner-Boyce Salt Springs State Park, An-

ECOFEST, Page 20

Home for the Holidays on Custom Orders Placed by November 30th!



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From kayaking to a guided boat tour, water activities are among the offerings of the three-day Pasco EcoFest, scheduled for Friday through Sunday at 11 parks throughout the county.

2005, TAMPA TRIBUNE

Pasco EcoFest is as big as the great outdoors

Three-day event is celebration of natural resources

BY KLINT LOWRY
The Suncoast News

PORT RICHEY — Marj Golub and Pam Marron, the duo who developed the Suncoast Arts Fest and have seen it grow into one of Pasco County's signature events, decided this year to put together a festival focusing on nature.

The result is the Pasco EcoFest, an outdoor entertainment extravaganza, which will debut on Friday, Saturday and Sunday with events and activities throughout west Pasco.

"It's all about the outdoors," Golub said, explaining that EcoFest is not so much a single event but recreational activities put together to make a collective statement about what perhaps is the county's greatest asset.

There are a lot of things Pasco County doesn't have in terms of cultural amenities and entertainment compared with, say, Hillsborough or Pinellas counties, Golub said.

RECREATION, Page 3

Quality Inn & Suites Conference Center-PEF Opening Night Gala Sponsor

Homewood Suites-Hub Central Hotel Sponsor

Suncoast News-Media Sponsor

TBO.com-Online Media Sponsor

Tampa Tribune, FCG, TBO.com, Suncoast News-Multi Media Sponsors

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AT Te Sp

WILDLIFE ADVENTURES

Wildlife Adventures

The Nature Coast is one of the best places in the USA to do some serious birding! So, check the schedule for birding and nature walks.

DOWNTOWN NEW PORT RICHEY - MISS DAISY RIVER BOAT TOUR

Price: $10.00

Date: November 19, 2011

Available Spaces: 32

Register for Event or Add to Cart

JAY B. STARKEY WILDERNESS PARK - REINIER MUNGUIA NATURE PHOTO WALK

Price: $0.00

Date: November 19, 2011

Available Spaces: 14

Register for Event or Add to Cart

JAY B. STARKEY WILDERNESS PARK NATURE CENTER-EAGLE PRESENTATION AND RAPTOR DISPLAY

Price: $0.00

Date: November 19, 2011

Available Spaces: Unlimited

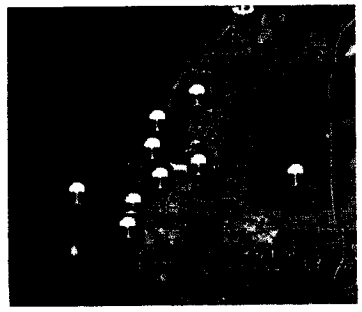
Register for Event or Add to Cart

JAY B. STARKEY WILDERNESS PARK NATURE CENTER-THE AMAZING OSPREY! WITH AUDUBON'S BARBARA WALKER

Price: $0.00

Date: November 19, 2011

Available Spaces: Unlimited



View Pasco Eco Fest Activity Sites in a larger map

SOCIALIZE...

» ECOFEST continued from 1

Discover our natural beauty

bring the flocks south to roost.

Come take a look.

The inaugural Pasco EcoFest, set for Nov. 18-20 at various parks and venues around the county, will showcase Pasco's natural wonders with kayaking, biking, hiking, fishing, horseback riding, camping and geocaching — and, of course, bird-watching.

The event started as a birding adventure when the plans were first hatched in May. But it has blossomed into a weekend packed with more than 60 activities, said Pam Marron, who organized the event with Marj Golub. More than 30 organizations and volunteers such as Webb will offer presentations and services throughout the three-day event.

Activities abound at 10 Pasco County parks. You can make a birdhouse or a rain barrel. Watch an artist at work or take part in a fishing tournament. Take photographs on a nature walk along the Nature Coast or an inland hammock. Go on a river cruise or out to Anclote Key. Or stargaze with astronomy enthusiasts at J.B. Starkey Wilderness Park or join a sunset drum circle and make s'mores around a beach bonfire.

The hope is to lure visitors while bringing locals in touch with the treasures in their own back yard, Webb said.

"This really highlights what Pasco has to offer," said Webb, who will give presentations at Anclote River Park. "It's a way to get a taste of what's so close to home — things we don't even know are there."

» IF YOU GO

Pasco EcoFest

When: Nov. 18-20

Where: Six Pasco County coastal parks and one inland park will be open free of charge to visitors including Eagle Point, Key Vista, Anclote Gulf and Anclote River parks. Additional venues include the Pasco County School District's Energy Marine Center and the Nature Center in Starkey Park, Werner-Boyce Salt Springs State Park, Anclote Key State Preserve and several city parks in New Port Richey.

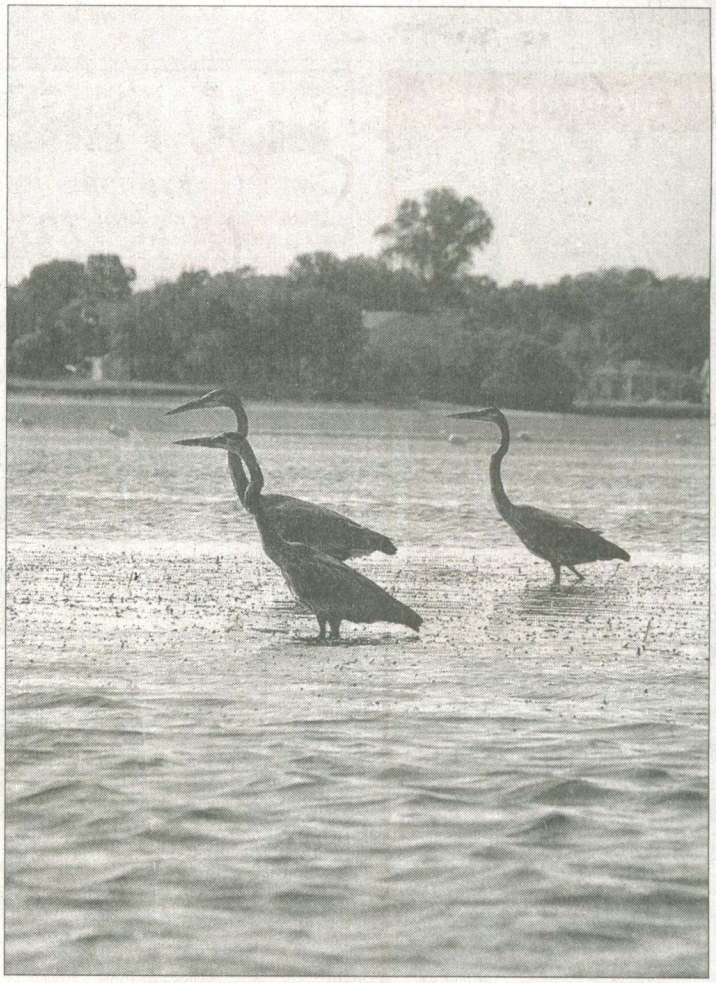
Cost: Most events are free, but there is a charge for some activities such as kayaking and boat rides.

Information: To find out more or to volunteer, go to www.pascoecofest.com or call (727) 375-8986.

It all begins with an Opening Night Gala and nature art show at 6 p.m. Nov. 18 at Homewood Suites in Port Richey. J.B. Starkey will give opening remarks. Folk singer Mark Jorgensen will provide entertainment. Ken Greene, the second-place winner of the CBS reality series *The Amazing Race,* Season 13, will open the geocache challenge, a GPS treasure hunt with participants scurrying to 10 parks to find 48 plastic containers bearing special codes bearing gifts and discounts from sponsoring businesses.

The event website — www.pascoecofest.com — has a full itinerary as well as instructions on the geocache challenge, Marron said.

"There's something for everyone," she said. "This is a family-friendly festival where we are planning activities all over so the parks can all be visited and people can see the natural jewels of our county."



DAVID RICE | Special to the Times

A trio of wading birds scouts the bayou for snacks off the shores of Eagle Point Park in New Port Richey.

Revisit — or discover — natural beauty

11/6/11

EcoFest, Nov. 18-20, offers dozens of events, from biking and boating to geocaching.

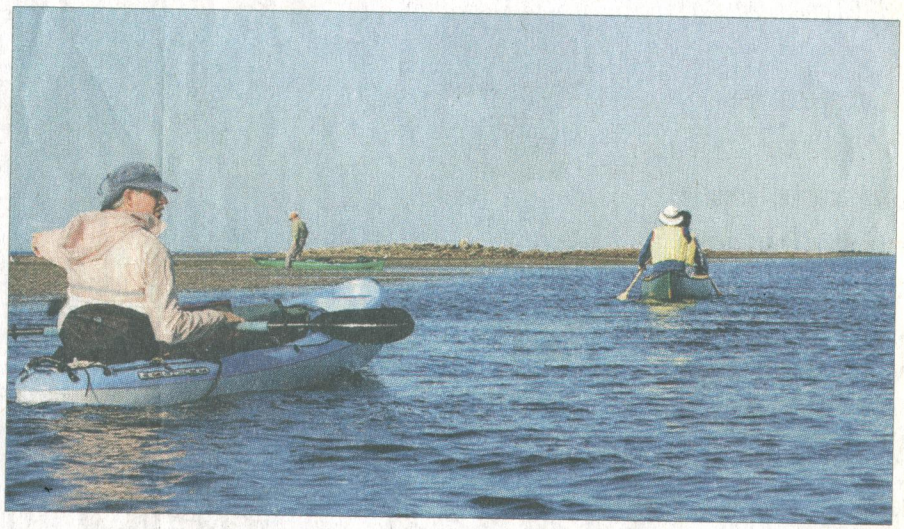
BY MICHELE MILLER
Times Staff Writer

Andrea Webb grew up photographing some of the most beautiful places in the world — Portugal, Jamaica, Argentina. The daughter of a diplomat, Webb now lives in the land of white sandy beaches in Pinellas, but when she's in the mood to shoot something, she grabs her camera gear and heads north.

"When you get into Pasco, it feels like you've traveled to another world," said Webb, who is known as "the eagle lady" for her stunning images of the majestic birds. "It's a great place to photograph wildlife in a natural setting."

She has captured images of the rare masked booby sea bird in the coastal mangroves, a South American kelp gull at the Anclote pier, and of course the usual suspects: pelicans, egrets, spoonbills, sand hill cranes. This time of year is especially timely for birding, as instinct and winter

» See ECOFEST, 11



DAVID RICE | Special to the Times

Kayaking trips are among the events planned for EcoFest. Rick Buckman, director of Pasco County Parks and Recreation, helped lead a recent trip that launched from Eagle Point Park. Festival details, Page 11.

For Immediate Release

Press contact: Pam Marron, email pmarron@tampabay.rr.com or call 727-375-8986

"Plan Your Adventure Site Map" for Pasco EcoFest

Mobile website and QR code connects visitors to multi location event

Community events have been struggling to stay alive as sponsor dollars become fewer, with greater expectations of more exposure from potential sponsors. One event in Pasco County thinks they may have found the answer: a mobile website platform accessible through a QR code or a simple text message. Many event visitors find out about events through local advertising, but even more are finding event information online. "Whether using the QR code or the text, any cell phone user can access a mobile website and get around an event. Web accessibility connected to a mobile website allows visitors to be at the event and get around with any cell phone." states Pam Marron, co-director of the Pasco EcoFest being held Nov. 18-20th. www.PascoEcoFest.com will get you onto the online website, and either a QR code or the text message of "PEF to 82672" gets you into the mobile website.

But Marron states having an online website and mobile website is not enough. "The key is to engage potential visitors on the website, and then get them to "opt in" to the mobile website. We then communicate with those who are interested, and keep them up to date on event happenings through their phone during the event." And, a savvy social media team is needed to pull this off. The Pasco EcoFest has a social media team that has been blogging on www.PascoEcoFest.com, on Facebook and Twitter, and are connected to online community calendars. Marron sees these methods as cost efficient for events and insists that events cannot stop there. "Engaging sponsors in an event is key. Making a QR code for a sponsor designated website page or Facebook page is a benefit. Adding a "Special Deal" on a mobile splash page is another way to promote. Sponsors need to see that traffic is coming to them through an event. Look at the success of Groupon! Special deals make visitors open a page, not just a company landing page."

And, the Pasco EcoFest has a unique sponsor promotion not seen before. This first year event will include a unique Geo-Cache Challenge, where geo-cachers will join in the adventure of finding 48 caches buried within ten participating parks and one private location in Pasco County during the EcoFest weekend. Geo- cache GPS coordinate locations will be posted on www.PascoEcoFest.com and will also be on the PEF mobile website Friday evening, Nov. 18th. So how does this help sponsors? Pasco EcoFest added the QR code for the sponsor "special deal" on the inside label of each geo-cache. Marron was also touched when one of the sponsors brought up an idea of promoting a company cause. "What a great way for a company that is doing well to support a cause they are helping!"

Marron stated that media collaboration plays a big role in who an event picks for a media sponsor. "We absolutely need the print ads to promote an event, but to be able to bring other media, such as online and mobile together is a huge benefit. And most important is interest stories about the event. [illegible] make a difference to event organizers, sponsors and vendors."

Marron and Mari Golub, co-directors of the 1st year Pasco EcoFest are also co-directors of the Suncoast Arts Fest, an annual fine arts event held at The Shops at Wiregrass in Wesley Chapel, Florida. QR codes and the mobile website idea were introduced at the January 2011 event which attracted over 95,000 visitors. The Suncoast Arts Fest benefits Arts for Kids in Pasco County. "Wouldn't it be great to use a cell phone and a mobile website to raise a $5 donation from each of those who enjoy the Suncoast Arts Fest, to support arts education in Pasco County for children?" You can bet that plans for this are already underway.

Go to **Plan Your Adventure Site Map** located at http://www.pascoecofest.com/plan-your-adventure-site-map/ for all activities at all locations for the Nov. 18-20th Pasco EcoFest. Visit www.PascoEcoFest.com for general information. Email pascoecofest@gmail.com for more information or call 727-375-8986.

for Smart Phones

Pasco EcoFest QR Code

Smart Phone users need to download a phone compatible QR code reader (Scanlife reader at http://web.scanlife.com/en/download-application). A picture is taken with the smart phone of the QR code which directs the device to open the mobile site for PEF.

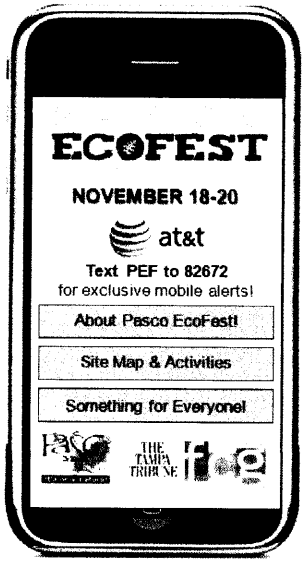
Text Message for non-Smart Phones

or...

PEF to 82672

Non-Smart Phone users can view and receive mobile text messages from the PEF mobile site by "opting in" with the short code **PEF to 82672.** (This is a permission based method of communication and only those that "opt in" can go further. After "opting in", the PEF mobile website is displayed.

Here is the front page of the Pasco EcoFest mobile website that you will see when you download the site through the QR Code or text "PEF to 82672" from your cell phone!



1) [redacted] is an overview of the entire event!
2) [redacted] provides a link to all 52 eco-events happening during the weekend!

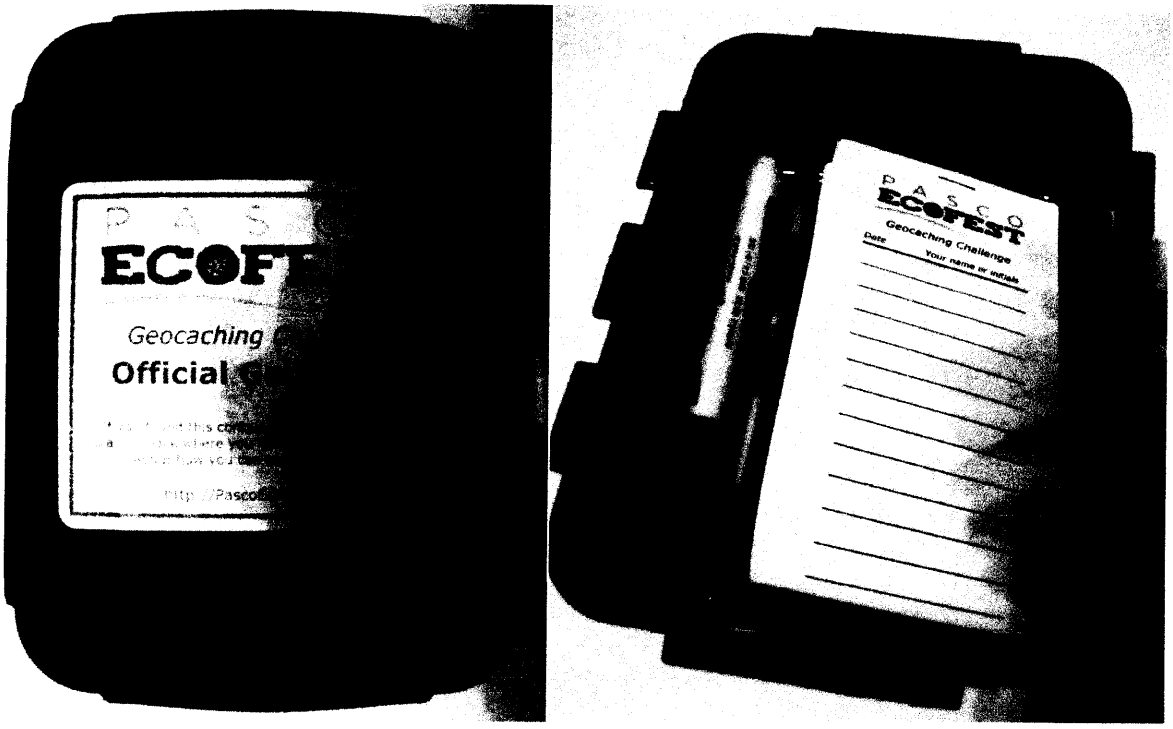
Additionally, two maps, one showing where all activities will be and one showing where all of the geo-caches and their coordinates are located, will be connected here.

3) [redacted] will display all Sponsor, Vendor and Partner logos.

Simply by touching logos, visitors will be connected directly to the Sponsor, Vendor or Partner website or URL.

What is a geo-cache?

A typical geo-cache is a small waterproof container containing a logbook where the geo-cacher enters the date they found the cache and signs in. Larger containers can also include items for trading.



And... what is geo-caching?

Geocaching is an outdoor sporting activity in which the participants use a Global Positioning System (GPS) receiver or smart phone GPS and other navigational techniques to hide and seek containers, called "geocaches" or "caches", anywhere in the world.

And the PEF Geo-Cache Challenge?

The PEF Geo-Cache Challenge is a customized geo-caching hunt developed specifically for the Pasco EcoFest to provide a "sight-seeing" adventure for PEF visitors that takes them through 10 parks in Pasco County while enjoying the challenge! Participants can go solo, as a team and as a family, and prizes will be awarded on the 5pm Sun., Nov. 2oth close of the PEF Geo-cache Challenge!

How will the QR Code be used in the Pasco EcoFest?

48 geo-caches will be strategically placed within and around 10 parks in Pasco County. In each of the geo-caches, a Pasco EcoFest Sponsor, Vendor or Partner will have a QR Code that will link to their URL. Many of these sponsors and vendors will have a "PEF Special Deal", an offer for a product, service or discount. More information about the "PEF Special Deals" will be located on the Sponsor and Vendor Splash Page found on the mobile website.

QR codes are easily seen with a QR Code Reader downloaded to your smart phone. However, If you do not have a smart phone, the QR Code and the "PEF Special Deal" will be able to be viewed on the on-line PEF website at www.PascoEcofest.com. Here's how it works...

Your QR Code...

inside the lid of one of 48 geo-caches hidden within PEF area

Each Cache will promote a sponsor...

Sponsor QR code directing visitors to 'PEF Special Deal' and contact info here

www.CloseWithPam.com

Anyone who has a QR code reader on their smart phone and takes a picture of the QR code with the scanner will access the designated URL of all PEF Sponsors, Vendors and Partners. Additionally, a "PEF Special Deal" Splash Page will be displayed promoting products, services and discounts for all PEF Sponsors and Vendors on the PEF mobile website and the PEF website.

All participating sponsors, vendors and partners have been encouraged to put a picture of their QR code in a prominent window of their establishment.

Go to http://web.scanlife.com/en/download-application to download a FREE ScanLife QR Code reader.

Where are QR Codes located at?

All around you, in newspapers and magazine, on signs, on product labels, in store windows, on billboards.... everywhere! Widely used already in Europe, these simple black and white barcodes allow smart phone users who have a QR code reader on a cell phone to take a QR Code picture while on the run and click into the associated site at a later time.

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Each Cache will promote a sponsor...

Sponsor QR code directing visitors to "PEF Special Deal" and contact info here

What if I don't have a smart phone?

Simply text **"PEF to 82672"** on any cell phone that has text messaging and you will be able to enter the PEF mobile website!

What is a QR Code, where do you see them and how do they work?

Pasco EcoFest Mobile Website QR Code

What are they?

A Quick Response (QR) code is a two dimensional matrix barcode that can store information. It is made with a URL address and is readable with any smart phone that has a QR code reader on it.

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Go to http://web.scanlife.com/en/download-application to download a FREE ScanLife QR Code reader.

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Nov. 18 –20, 2011 go wild in Pasco

Come and choose to do your favorite outdoor activity or try a new one —

Bonfires	Nature Hikes	Kid 's Activities
Biking	Nature Art Show	Photography
Birding	Wildlife Programs	Unique Geocaching
Kayaking	Kick-off with live music	Drum Circle
Eco-Cruises	Paddle-boarding	Story-telling

And so much more!!! Go to our website - find out how you & your family can enjoy a weekend of nature in the great outdoors in Pasco!!!

deChant

PascoEcoFest.com

Text PEF to 82672

at&t

Progress Energy

PASCO

ECOFEST

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PascoEcoFest.com

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Progress Energy

Enclosed is your copy of Tourism Marketing Today.
A monthly publication of the

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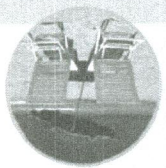


The Florida Association of Destination Marketing Organizations represents the 54 official county DMOs that promote their communities throughout the world. These tourism promotion activities help to attract 76.6 million visitors to Florida, generating $56.6 billion in spending and 690,700 jobs. These activities are made possible by Tourist Development Taxes provided by Florida Statutes Section 125.0104.

The FADMO serves as the single unifying voice for all of Florida's DMOs, providing continuing insight and direction as we face an increasingly competitive tourism marketplace. Organized in 1996, the FADMO strives to increase the overall effectiveness of Florida DMOs' destination marketing efforts through industry education, legislative outreach, enhancing professionalism and facilitating communication.

TOURISM MARKETING TODAY

The Official Newsletter of the Florida Association of Destination Marketing Organizations — November 2011

From the Trenches: A Snapshot of Florida Tourism

Destination marketers from throughout Florida gave an update on their destinations at our annual meeting, held Oct. 21. Here is a report "from the trenches" of what is happening around Florida.

Northwest

Panama City Beach CVB reports tourism was up 51 percent in July and about 35 percent in August, thanks in part to the new Northwest Florida Beaches International Airport. In addition, the 3,000-acre Conservation Park is set to open, with various walking trails and an education center. Panama City Beach has several events planned for fall and winter to increase tourism.

Jackson County TDC reports an increase in TDT collections of 24 percent over last year. The county commission has voted to hire a tourism director to increase tourism promotion in this rural panhandle county of 50,000 residents.

Visit South Walton had a very difficult season last year, due to the oil spill. In July 2010, tourism was down 34 percent, but one year later, it was up by 64 percent. The current shoulder season is pacing well, and lodging partners report longer lead times in bookings.

North

Columbia County TDC reports the area's TDT collections have been up seven of the last eight months. July's collections were affected by an influx of tax-exempt firefighters brought in to fight a large fire. The Spirit of Suwannee Music Park holds 36 concerts per year, bringing in about 30,000 visitors per day. Sports tournaments at the area's 30-field complex also bring in many visitors.

Levy County VB, including Cedar Key, had steady revenues. The area is implementing a new marketing plan through the Rural Marketing Assistance Plan awarded through VISIT FLORIDA. The reopening of Bronson Speedway, the longest paved racetrack in Florida, has brought in more visitors. In addition, the construction of two nuclear power plants in 2013 should bring growth to Citrus County and the surrounding areas. Inglis Riverwalk, a hotel resort area, is planned for Inglis, Fla.

Visit Gainesville reports that Nation's Park, a 16-field baseball/softball complex in Newberry, will open in March 2012. The partners behind this project also run Cooperstown Dreams Park in New York.

Northeast

Amelia Island TDC reports its budget topped $3 million for the first time, allowing the organization to spend over $1 million in direct advertising. The area's RevPar was up 6.9 percent. The Ritz-Carlton Amelia Island and the Omni-Amelia Island Plantation are putting $150 million into renovations and expansions, which will be completed in 2013.

Flagler County had the highest TDT collection month in August in the county's history. TDT collections were up each month, and demand was up 15 percent through to the August increase.

St. Augustine, Ponte Vedra & the Beaches VCB reports the area's TDT collections were up 18 percent on the year, and its ADR also was up, thanks to increased tourism marketing. The area is planning the 500th anniversary of Juan Ponce de Leon's discovery of America, to be celebrated in April 2013.

Visit Jacksonville reports that room revenue is up 6 to 7 percent, with all of that due to demand and rooms sold. The destination continues to work on improving rates.

EXECUTIVE DIRECTOR'S REPORT

What's New? You 'Name' It!

by Robert Skrob, CAE

My 16-year-old daughter is playing the lead role in a local theater's production of *Seussical*. As the Cat in the Hat, she's the narrator who tells the story of an elephant named Horton who gets sold to the circus and then put on trial for coming to the defense of a tiny world on a speck of dust. The show is a challenge because there is little dialog. The story is told through a series of songs, and there's a lot to learn. So, while my daughter and family are excitedly preparing for Nov. 11's opening night, here is a quick update on issues important to you.

The members of the association have voted to change our name. The new name, **Florida Association of Destination Marketing Organizations**, reflects the fact your association has been the source of training and support for TDCs, CVBs, VCBs, chambers and county tourism promotion departments alike. I quickly pulled together branding for the new name to put this newsletter into your hands right away. You'll likely see a new look and design by the first of the year.

continues on page 3...

Central West

Citrus County VCB had a good summer with high TDT collections, thanks in part to an extended scallop season, which increased demand for hotel rooms. The Plantation on Crystal River is investing $3 million in improvements. The city of Crystal River, the U.S. Fish and Wildlife Service and the S.W. Florida Management District are improving Three Sisters Springs, a 57-acre property that includes a manatee sanctuary.

Visit St. Pete/Clearwater had a great summer with record-breaking TDT collections, due in large measure to the Salvador Dali exhibit at the Chihuly Art Gallery and the popular family movie *Dolphin Tale* being filmed in the area. The Republican National Convention next summer in Tampa Bay will have a $175 million economic impact, and plans are underway to celebrate the destination's 100th anniversary next year.

Central

Central Florida CVB reports the successful opening of Legoland® Florida. In addition, Fantasy of Flight, a historic antique plane museum, has added a 45-foot high-ropes course and zip line. Also new this year is commercial airline service into Polk County. The Florida Youth Soccer Association relocated to the Lake Myrtle Sports Park, and TDT collections were up 14 percent.

Highlands County VCB reports a successful 12 Hours of Sebring, America's oldest road race, with one of the highest attendances on record. March 2012's race will be the 60th anniversary of the event. VISIT FLORIDA featured Highlands County in its Share a Little Sunshine program, doubling inquiries about the area.

Kissimmee CVB and **Osceola County** report a strong summer. Resources in the coming year will be spent on infrastructure issues along U.S. 192, which experienced a large fire. Two public-private partnerships will open in the second quarter of 2012, a new tourism and nature center off of Shingle Creek and a local historical society and veterans museum. Osceola County also plans to open a new 12-field stadium complex in Harmony, Fla.

Ocala/Marion County VCB reports there is plenty for visitors to do in Ocala, including a new zip line and numerous horse farms and events. The area also has a fishing tournament and the Southeast Regional Youth Football League.

Visit Orlando had a good year, with an 11 percent increase in tourism. The first half of the year was strong, with some softening in the fall. The Harry Potter feature at Universal Studios continues to be a draw, and the area expects a 3 percent growth in rooms inventory over the next 12 months.

Central East

Daytona Beach CVB reports that occupancy is doing well, as is RevPar. The CVB is seeking a new president/CEO. Throughout the fall to the end of the year, the area has an event or a festival every weekend.

Martin County CVB saw increased TDT collections throughout the year, closing in on 10 percent over last year's collections. The county predicts collections to be 15 percent higher next year. A new visitor center will help track the area's visitors.

Southwest

Naples, Marco Island, Everglades CVB reports a new children's museum is coming to Naples, which will help attract families to the area. The area's hotels are above pace, with corporate meeting business beginning to coming back, and hoteliers are cautiously optimistic for a good season.

Sarasota CVB reports the area had its best July and August tax collections in its history and the outlook for the coming year is strong. The only concern is airline flight availability. This may continue to be a challenge.

Southeast

Greater Miami and the Beaches showed increases for the first nine months of 2011, ranking #4 in hotel room occupancy at 75.9 percent, #4 in average daily room rate at $151.82, and #4 in RevPar at $115.18, among the Top 25 Markets in the United States. As the #2 international port of entry to the United States, Miami is a primary beneficiary of international travel. Forty-eight percent of overnight visitors are international.

The Florida Keys and Key West was up 12 percent in 2011 and in the double digits in 2010, much of this due to increasing tourism in the off season, which is summer. Calm hurricane seasons and better weather projections have helped greatly. In addition, winter business is being booked further out.

Your association's new lobbyist, Mat Forrest, spoke for the first time at the annual meeting. He has also provided an article for the newsletter to brief you on the issues impacting DMOs. Mat is with the firm Ballard Partners, which is headquartered in Tallahassee with offices throughout Florida. The principal of Ballard Partners, Brian Ballard, is widely considered one of the hardest working people in Tallahassee. And as far as relationships go, Gov. Rick Scott asked Brian and his wife, Kathryn, to chair his inaugural committee. Mat Forrest and the team at Ballard Partners will provide an important opportunity to educate lawmakers on the important work you do to create jobs within your community.

VISIT FLORIDA is well positioned going into the 2012 legislative session. The Florida Legislature's appropriation of $34.5 million for 2011-2012 reflected the confidence the organization built with lawmakers during the Gulf oil spill crisis. Yet, early reports are the Legislature must cut the budget by another $2 billion, the sixth straight year for budget cuts. While legislators recognize the importance of tourism marketing, every other expenditure has a constituency established for its protection. If we wish to maintain funding for Florida's tourism marketing efforts, we'll have to do the same.

Mark your calendar for Tourism Day in Tallahassee on Jan. 18. Tourism Day has become one of the premier events during legislative session. Early plans for this year reveal it will be bigger and better than ever. This event is an important step in demonstrating to your lawmakers the impact tourism marketing has on creating jobs within your community.

While my daughter is excited about the opportunity to perform on stage, I thought I'd let you know how much I appreciate the opportunity to perform for you. Few of my performances involve stages, lights and song. Most are actually through a keyboard or over a telephone. Yet, with Thanksgiving coming up, I thought I'd mention how much I appreciate you and the opportunity I have to help you with the work of promoting tourism in Florida.

Your association has aggressive plans for 2012. We are planning some terrific events and an ambitious lawmaker awareness effort, and we have legislative issues for which we face stiff opposition. In addition to that, there will be a host of surprises we'll need to respond to as an industry. Through it all, know that I appreciate the opportunity to work with you and enjoy my work with your association. As always, if you see ways I can provide more value to you and your community, please let me know. Best wishes and have a happy Thanksgiving.

RESTORE Act Could Bring Big Money to Florida

FADMO members should take great interest in a proposed federal law that is working its way through Congress. The bipartisan RESTORE Act, S.1400, seeks to ensure that penalties paid by BP and others responsible for last year's Gulf oil disaster are used to help restore the region's communities, economies and environments instead of going to unrelated federal spending.

Under the Clean Water Act, BP will be expected to pay fines ranging from $1,100 to $4,300 per barrel of oil spilled. Based on this, the total fines could range from $5 billion to $21 billion. The RESTORE Act allocates 80 percent of the Clean Water Act fines to the restoration of the Gulf of Mexico and includes funding for long-term marine research and monitoring programs. The remaining 20 percent will go to the Oil Spill Liability Trust Fund.

FADMO members are urged to reach out to their congressional representatives and senators to encourage them to support the RESTORE Act so more of these funds comes to Florida.

People in the News

Tampa Bay & Company Names New CEO

Tampa Bay & Company has named **Kelly Miller** as its new president and chief executive officer, effective January 2012, following longtime director Paul Catoe's retirement. As executive director of the Asheville (N.C.) CVB, Miller led efforts to establish Asheville as one of the top vacation destinations in the country. Under his leadership, overnight leisure visits increased 44 percent and hotel sales grew 82 percent. Miller worked for the Atlanta CVB for six years, first as its 1996 Summer Olympic Games marketing manager, and then as the organization's first director of international marketing. He was instrumental in helping grow Atlanta's market share of international overnight visitors by 20 percent between 1996 and 1999. *www.VisitTampaBay.com*

2012 Session: The Big Issues

by Mat Forrest, Ballard Partners

The two biggest issues facing the tourism industry in the 2012 legislative session will again concern funding. A reduction to VISIT FLORIDA's funding obviously will impact the entire state, and possible legislative action regarding online travel companies could also affect your individual budgets.

The 2012 Legislature is once again facing a budget deficit. Lawmakers will need to cut about $2 billion to meet Florida's constitutional mandate to balance the budget. Two years ago we heard the analogy "we're done cutting fat; we're cutting bone." That was two years ago, so I don't know what we're cutting now. Unfortunately the future doesn't look any better. The Revenue Estimating Conference recently said that state revenues could be down $3-4 billion over the next three years.

The issue with online travel companies has not gone away. Rep. Jason Brodeur (R-Sanford) will once again file his bill supporting the online travel industry's position. He believes the online travel companies are providing a service and that tax should be paid on only the wholesale room rate rather than on the amount the end consumer actually pays. Rep. Brodeur's bill passed the House last year and therefore has a good chance of passing this year. The Senate's interest in the issue is less clear. The Florida Association of Counties will again be joining us to oppose the bill, and recently the Florida Restaurant & Lodging Association also came out against the bill. We will work with FADMO members and provide talking points so you will be able to discuss with your legislators the industry's position on online travel.

There will be another bill this year about the Department of Economic Opportunity. It will refine the language related to VISIT FLORIDA's leadership structure and governance. Of course, protecting the current use of the Tourist Development Tax is job one. We will closely monitor proposed legislation to ensure these taxes will continue to be used to promote tourism in Florida.

Quick Trips!

Pasco County to Host EcoFest

Pasco EcoFest events will be held in and around 10 Pasco County Parks on Nov. 18-20. This family-friendly fall weekend is packed with outdoor activities such as kayaking, bird watching, hiking, airboat and riverboat rides, horseback riding and a geo-caching challenge, along with an indoor wildlife art show and live entertainment. *www.PascoEcoFest.com*

ECOFEST

Miami: Where Worlds Meet

Miami: Where Worlds Meet (WWM) is a campaign to promote Greater Miami's position as a global destination for business and a destination that exudes the mantra to "Live, Work, Play." The PR initiative targets Brazil, Canada and the United States and promotes the destination's top-quality, year-round travel and business offerings. *www.MiamiAndBeaches.com; www.MiamiWhereWorldsMeet.com*

Naples, Marco Island, Everglades CVB Launches Marketing Plan

The CVB representing the Naples, Marco Island, Everglades area has released its strategic plan for tourism destination marketing for 2011-2012. The plan includes an increased focus on digital marketing and continuation of the focus on growing the group meetings market established in 2010-2011. *www.ParadiseCoast.com*

Palm Beach County CVB Receives Awards

The Palm Beach County CVB was selected by readers of *Successful Meetings* magazine as one of 21 outstanding conference facilities and Destination Marketing Organizations in the Southeast for 2011. The CVB was also awarded the 2011 Gold Service Award by *Meetings & Conventions* magazine. Selected by the publication's 60,000 subscribers, the award recognizes the top CVBs that demonstrate continued, superior dedication to meeting professionals. *www.PalmBeachFL.com*

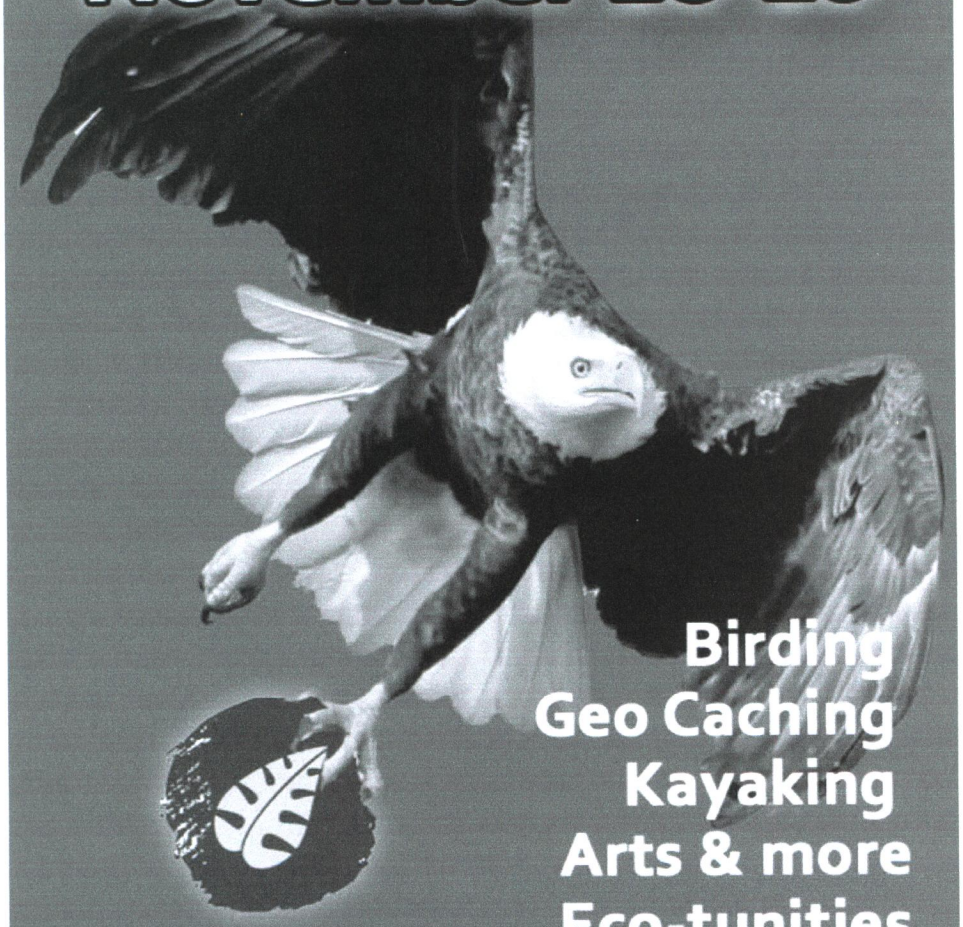
Calendar

U.S. Travel Association
44th International Pow Wow
April 21-25, 2012
Los Angeles, Calif.

PASCO ECOFEST

Visit Florida's Nature Coast

November 18-20



Birding
Geo Caching
Kayaking
Arts & more
Eco-tunities

VISITPASCO.net

Pasco County Florida
It's only natural.

PASCO ECOFEST

Nov. 18 –20, 2011 go wild in Pasco

Come and choose to do your favorite outdoor activity or try a new one —

BONFIRES	NATURE HIKES	KID 'S ACTIVITIES
BIKING	NATURE ART SHOW	PHOTOGRAPHY
BIRDING	WILDLIFE PROGRAMS	UNIQUE GEOCACHING
KAYAKING	KICK-OFF WITH LIVE MUSIC	DRUM CIRCLE
ECO-CRUISES	PADDLE-BOARDING	STORY-TELLING

And so much more!!! Go to our website - find out how you & your family can enjoy a weekend of nature in the great outdoors in Pasco!!!

Text PEF to 82672

Pasco EcoFest QR Code

PascoEcoFest.com

HOMEWOOD SUITES Hilton

Pasco It's only natural

at&t

QUALITY

deChant PUBLIC RELATIONS & MEDIA MANAGEMENT

fcg Florida Communications Group

Progress Energy

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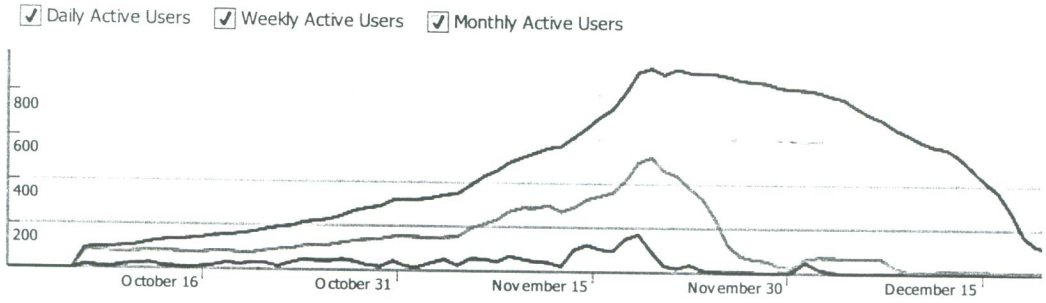
Insights › Pasco EcoFest › Users

Week | Month | 10/01/2011 - 12/31/2011

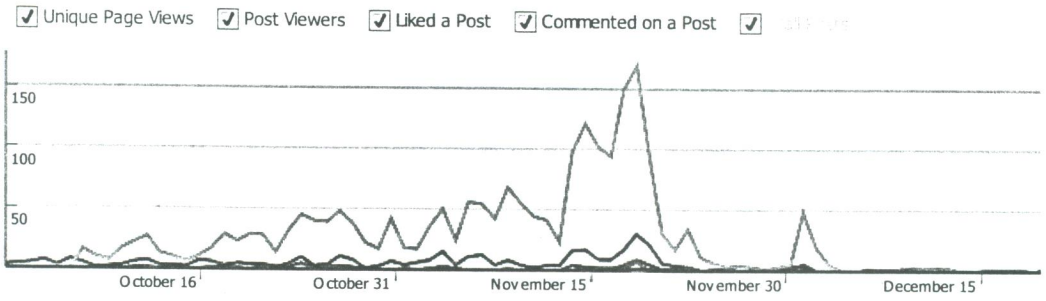
New Likes?
109

Lifetime Likes?
134

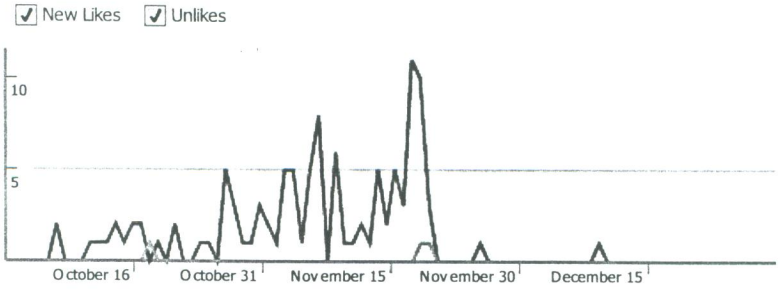
Active Users?



Daily Active Users Breakdown?



New Likes? Daily Total



Like Sources?

71 Unknown
35 Like Box
2 User Profile
1 Suggestions

Demographics

Likes by Gender and Age?

	18-24	25-34	35-44	45-54
Female **76%**	6.7%	16%	22%	13%
Male **24%**	**1.5%**	3%	6.7%	7.5%

19%
55+
5.2%

Likes by Country?

131 United States
1 Costa Rica
1 Romania
1 Canada

Likes by City?

31 New Port Richey
12 Port Richey

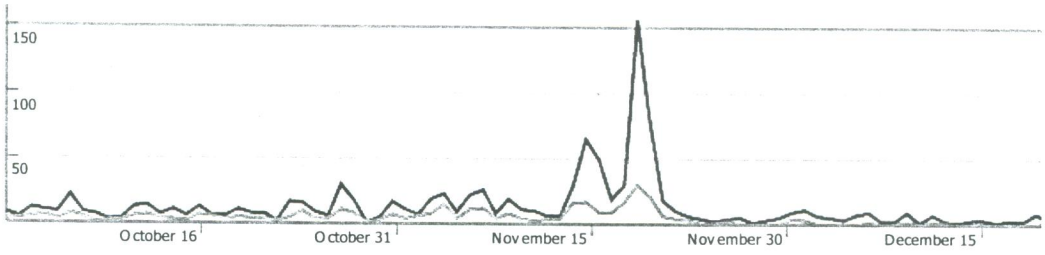
Likes by Language?

131 English (US)
3 English (UK)

Activity

Page Views?

☑ Page Views ☑ Unique Page Views



Total Tab Views?

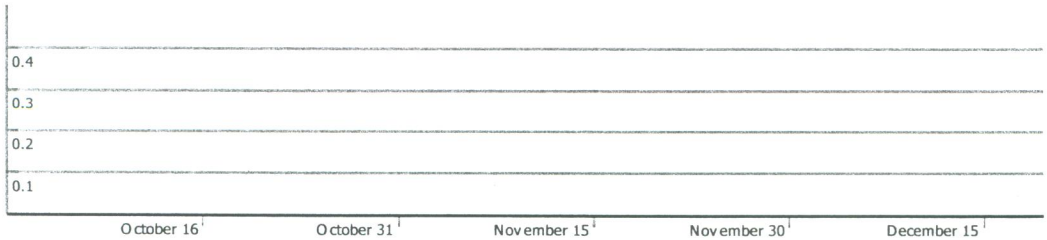
978 Wall
22 Information
19 Contact Form
19 Tweets To Pages
16 Photos

External Referrers?

58 pascoecofest.com
14 google.com
3 whatsdoingtampabay.com
3 us.mc381.mail.yahoo.com
2 webmail.michaellewisglover.com
2 bing.com
1 classic.netaddress.com
1 search.aol.com
1 mail.aol.com

Media Consumption?

☑ Video Views ☑ Audio Listens ☑ Photo Views



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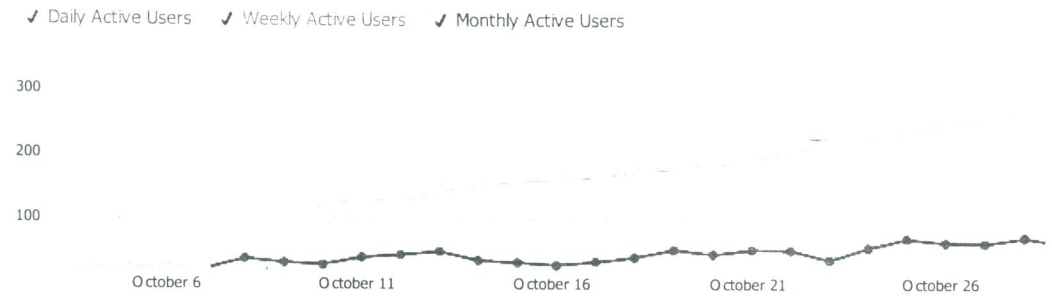
Insights › Pasco EcoFest › Users

Week Month 10/01/2011 - 10/31/2011

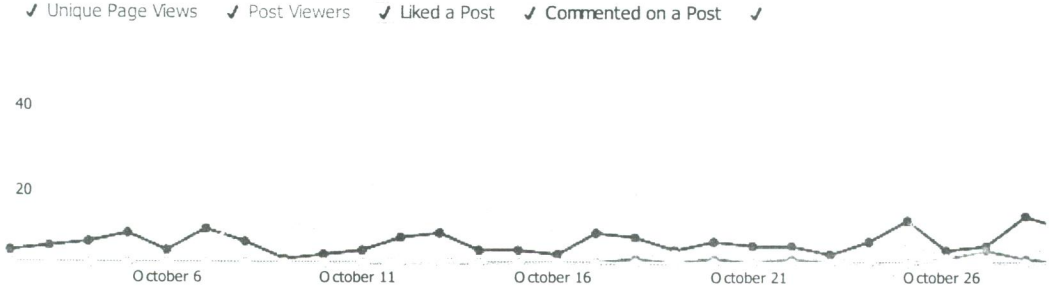
New Likes? 30

Lifetime Likes? 58

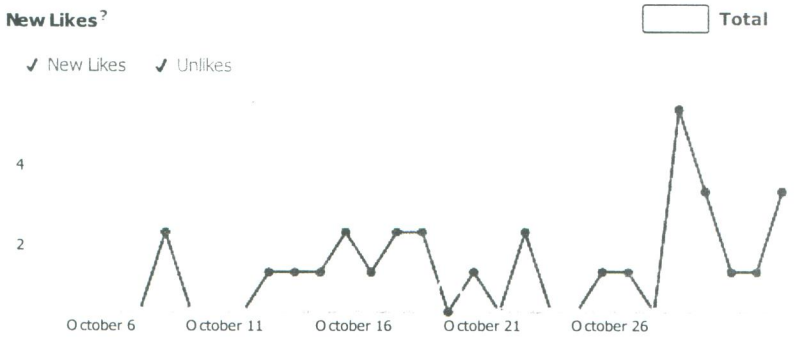
Active Users?



Daily Active Users Breakdown?



New Likes?



Like Sources?

20 Unknown
8 Like Box
1 Suggestions
1 User Profile

Demographics

Likes by Gender and Age?

Likes by Country ?

132 United States
1 Romania

Likes by City ?

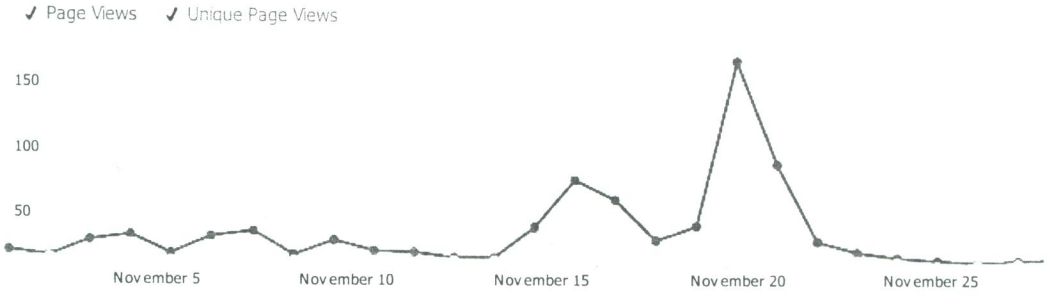
58 Tampa
11 New Port Richey

Likes by Language ?

130 English (US)
3 English (UK)

Activity

Page Views ?



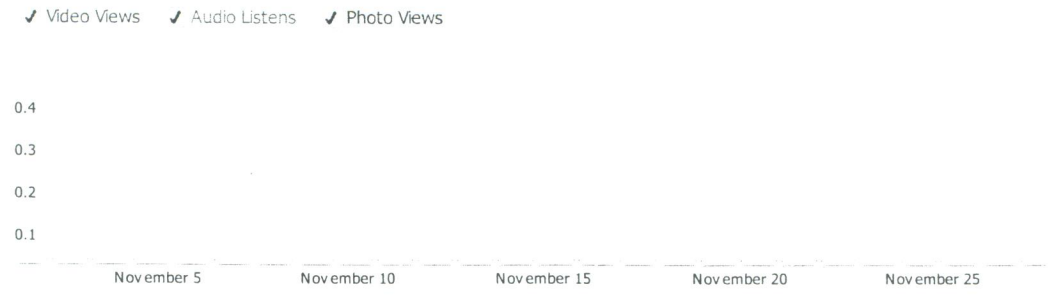
Total Tab Views ?

602 Wall
12 Information
11 Photos
10 Tweets To Pages
7 Contact Form

External Referrers ?

31 pascoecofest.com
13 google.com
3 whatsdoingtampabay.com
3 us.mc381.mail.yahoo.com
2 bing.com
1 mail.aol.com

Media Consumption ?



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Links
Documentation
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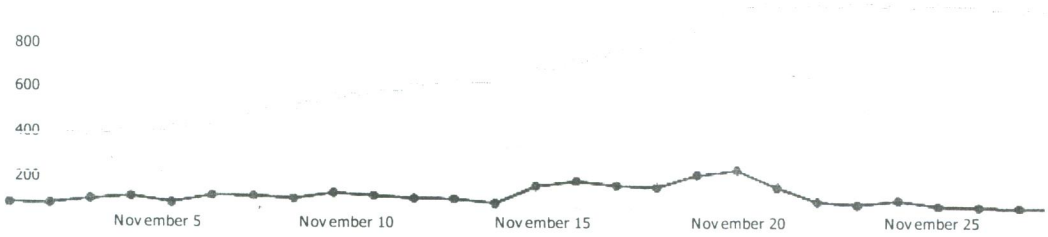
Insights › Pasco EcoFest › Users

Week Month 11/01/2011 - 11/30/2011

New Likes?	Lifetime Likes?	Monthly Active Users?
78	133	840

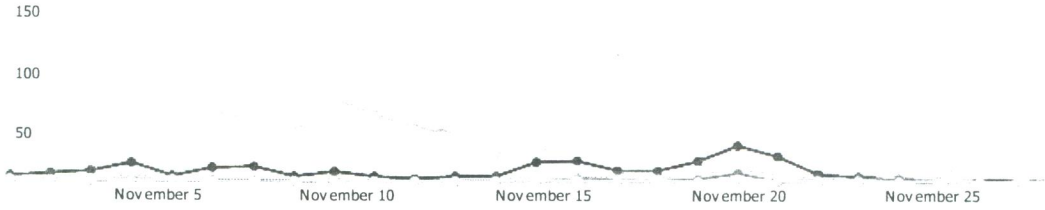
Active Users?

✓ Daily Active Users ✓ Weekly Active Users ✓ Monthly Active Users



Daily Active Users Breakdown?

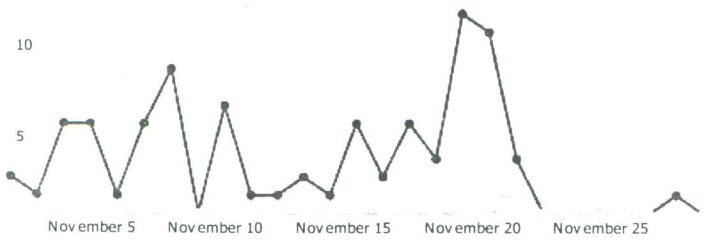
✓ Unique Page Views ✓ Post Viewers ✓ Liked a Post ✓ Commented on a Post ✓



New Likes?

Total

✓ New Likes ✓ Unlikes



Like Sources?

50 Unknown
27 Like Box
1 User Profile

Demographics

Likes by Gender and Age?

Female **72%**

Male **26%**

Likes by Country?

56 United States
1 Romania

Likes by City?

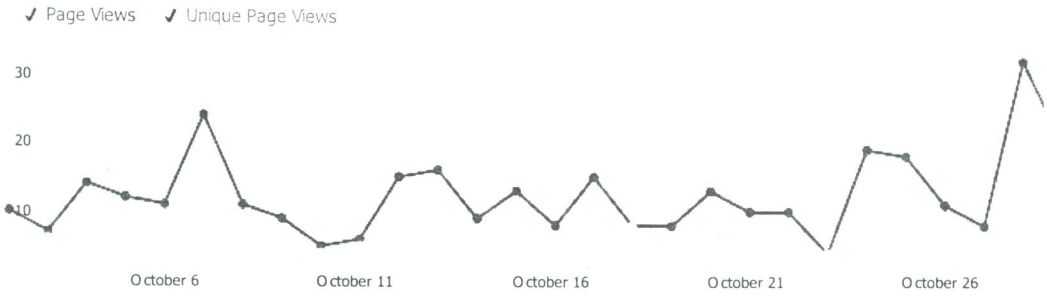
29 Tampa

Likes by Language?

55 English (US)
2 English (UK)

Activity

Page Views?



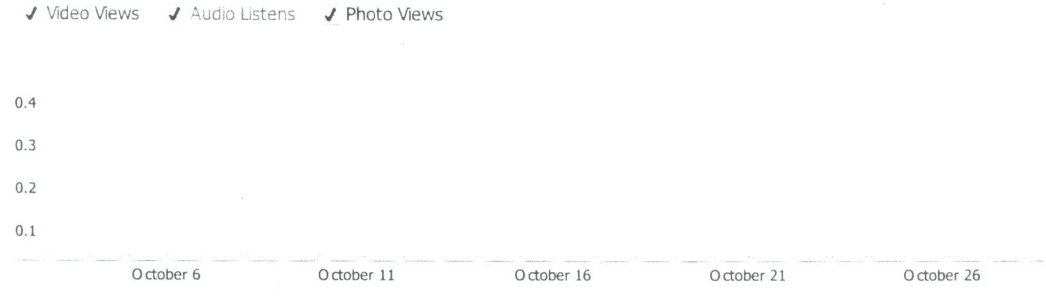
Total Tab Views?

266 Wall
5 Information
4 Contact Form
3 Tweets To Pages
1 Photos

External Referrers?

14 pascoecofest.com
2 webmail.michaellewisglover.com
1 classic.netaddress.com
1 search.aol.com
1 google.com

Media Consumption?



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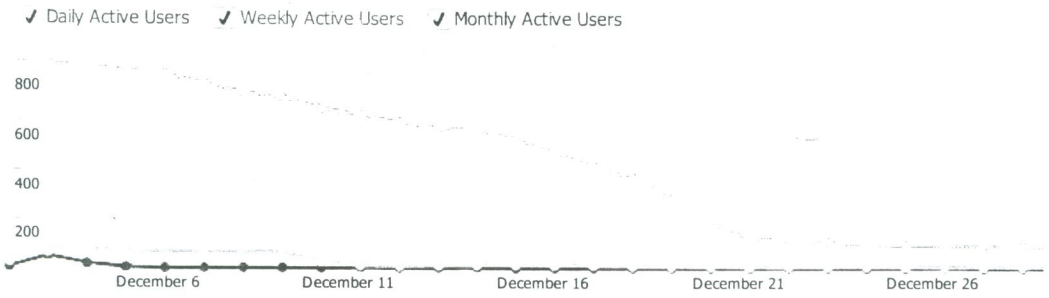
Insights › Pasco EcoFest › Users

Week Month 12/01/2011 - 12/31/2011

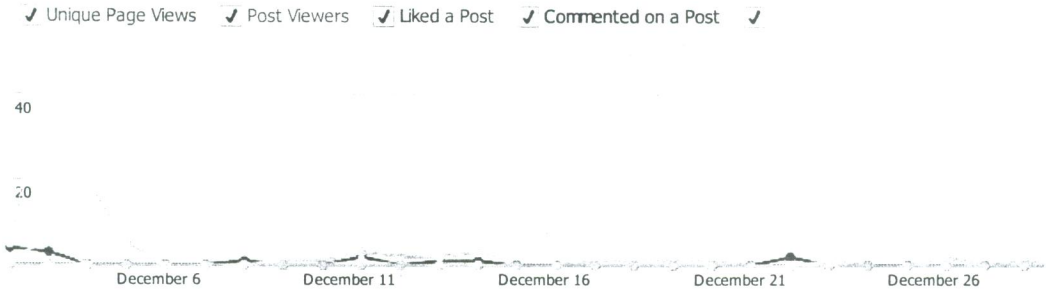
New Likes? 1

Lifetime Likes? 134

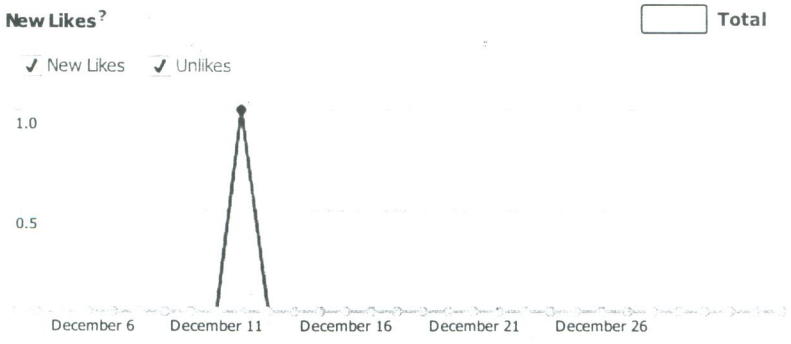
Active Users?



Daily Active Users Breakdown?



New Likes?



Like Sources?

1 Unknown

Demographics

Likes by Gender and Age?

Select Insights

No Insights Available

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Insights › Pasco EcoFest › Users

Week Month 11/01/2011 - 11/30/201

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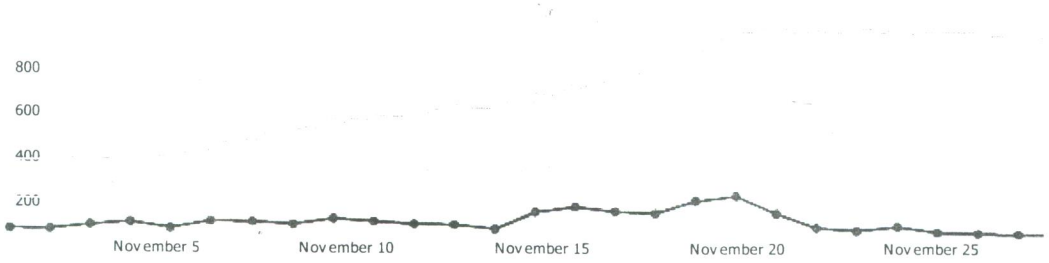
Lifetime Likes? **133**

Monthly Active Users? **840**

Active Users?

✓ Daily Active Users ✓ Weekly Active Users ✓ Monthly Active Users



Daily Active Users Breakdown?

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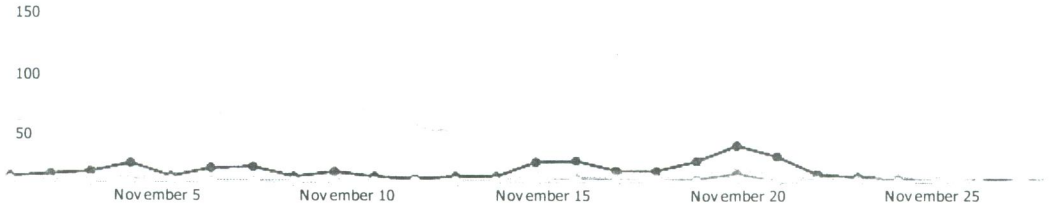
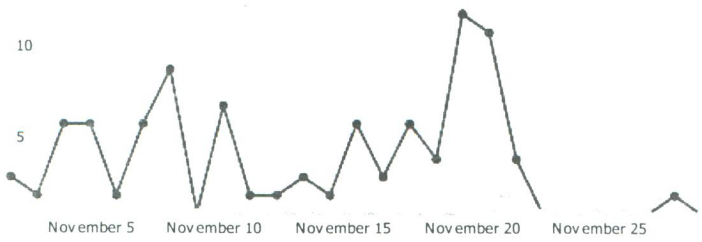


New Likes?

Total

✓ New Likes ✓ Unlikes



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1 Romania

Likes by City ?

58 Tampa
11 New Port Richey

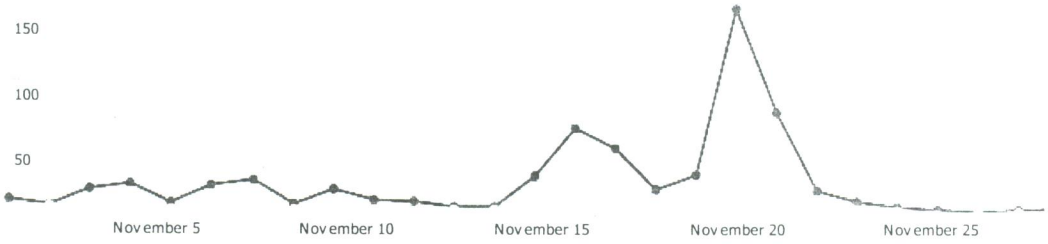
Likes by Language ?

130 English (US)
3 English (UK)

Activity

Page Views ?

✓ Page Views ✓ Unique Page Views



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3 whatsdoingtampabay.com
3 us.mc381.mail.yahoo.com
2 bing.com
1 mail.aol.com

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✓ Video Views ✓ Audio Listens ✓ Photo Views

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Week Month 12/01/2011 - 12/31/201

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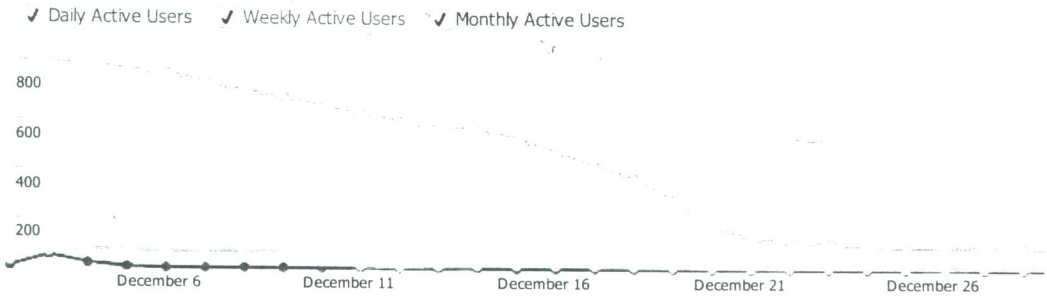
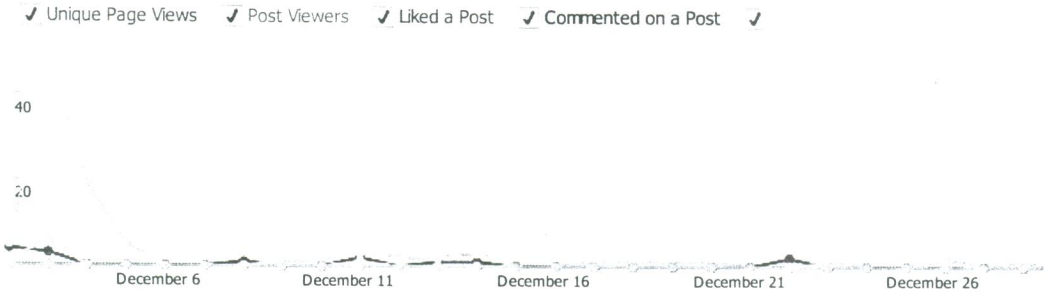
Lifetime Likes? 134

Active Users?



Daily Active Users Breakdown?

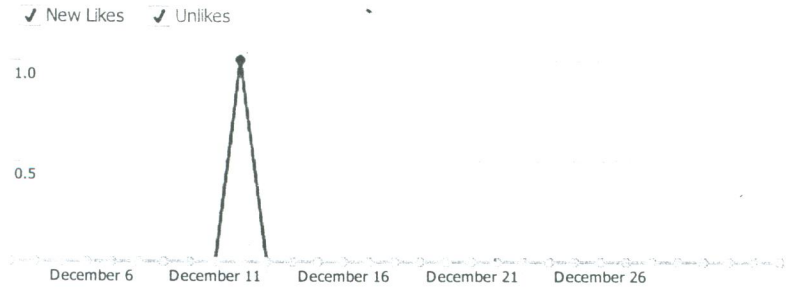


New Likes?

Total

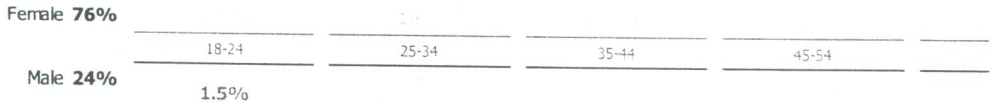
Like Sources?

1 Unknown



Demographics

Likes by Gender and Age?



Likes by Country?

131 United States
1 Costa Rica
1 Romania
1 Canada

Likes by City?

31 New Port Richey
12 Port Richey

Likes by Language?

131 English (US)
3 English (UK)

Activity

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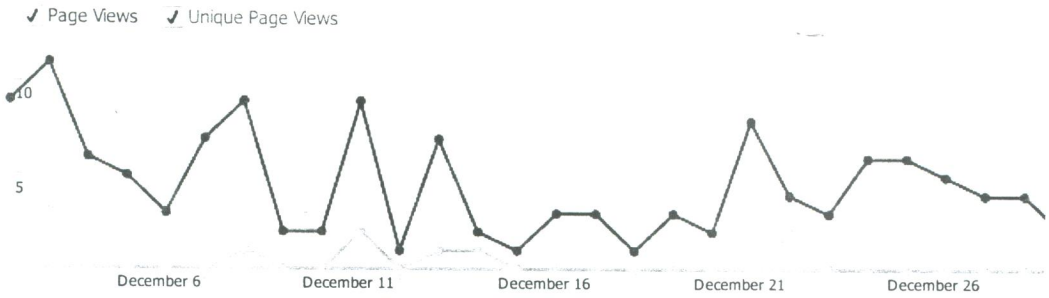


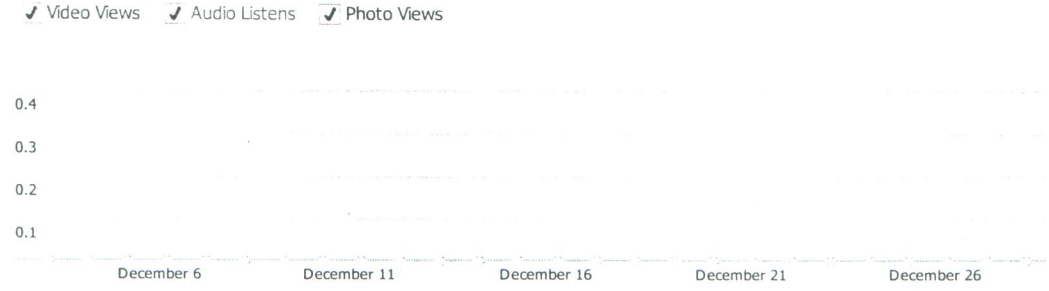
Total Tab Views?

110 Wall
8 Contact Form
6 Tweets To Pages
5 Information
4 Photos

External Referrers?

13 pascoecofest.com

Media Consumption?



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EcoFest as big as all outdoors

Three-day event will celebrate the county's natural treasures

BY KLINT LOWRY
The Suncoast News

PORT RICHEY — Marj Golub and Pam Marron, the duo who developed the Suncoast Arts Fest and have it seen it grow into one of Pasco County's signature events, decided this year to put together a festival focusing on the greatest artist of them all, Mother Nature.

That evolved into the Pasco EcoFest, a three-day outdoor extravaganza that runs Friday through Nov. 20, with events and activities throughout west Pasco.

"It's all about the outdoors," Golub said.

There are many things Pasco doesn't have in terms of cultural amenities and entertainment compared with Hillsborough or Pinellas counties, she said.

"But the one thing it has in spades is nature. Most of us live fairly close to nature if not in nature."

Pasco EcoFest aims to celebrate that fact, as well as encourage ecotourism into the county.

"Originally, our idea was, 'How about putting on a bird event?'" Golub recalled, noting that bird watching is popular.

But the more she and Marron thought about it, the more it occurred to them that a birding event only would reach one segment of the population. They wanted to emphasize the diversity of outdoor recreation for all tastes and age groups.

"There's a huge range of things for people to do," Golub said.

EcoFest events will take place at 11 county parks: Anclote River Park; Anclote Gulf Park; Durney Key Landing; Green Key Beach; James E. Grey Preserve; Key Vista Nature Park; Jay B. Starkey Wilderness Park; Werner-Boyce Salt Springs State Park; Anclote Key; Eagle Point Park; and Francis Avenue Park.

Entrance fees will be waived at the parks during the three-day event.

A list of more than 70 outdoor activities taking place at the parks can be found at www.pascoecofest.com. It includes kayaking, bird watching, hiking, airboat and riverboat rides, horseback riding, drum circles, guided tours, nature presentations and nighttime bonfires.

If there is a central hub for Pasco EcoFest, it is Homewood Suites, 11115 U.S. 19 N., in Port Richey, where the festival will begin with a reception from 6 to 9 p.m. Friday.

A $5 donation is requested to attend the party, which will feature entertainment by folk singer Mike Jurgensen and opening remarks by Jay B. Starkey.

The weekend also will include the Pasco EcoFest Geo-Cache Challenge. Using global positioning systems, contestants will try to find 48 geo-caches placed in and around 10 parks. Prizes will be awarded Nov. 20.

Homewood Suites also will host an art show during EcoFest showcasing works by artists from the West Pasco Art Guild and Progress Energy Art Gallery.

For information about Pasco EcoFest, go to www.pascoec .com.

THE SUNCOAST NEWS

Nature is the featured attraction during Pasco EcoFest Friday through Nov. 20. Events are scheduled at 11 parks.

11-11-11

Pasco Times

Courtesy of the Thomas Meighan Film Festiva

The short film *Birdy* by Agnieszka Woznicka, an animation artist from Poland. It's about a bird without wings which struggles to realize its dreams, despite its handicaps. It will be one of several films shown at the first Thomas Meighan Film Festival in New Port Richey.

Festivals from films to folklife abound

• **Thomas Meighan Film Festival,** featuring six short independent films including the animated *Birdy*, 8 p.m. Saturday at Richey Suncoast Theatre, 6237 Grand Blvd., New Port Richey. Tickets are $5 at the door or online at www.thomasmeighanproject.com (service fee for online purchase).

• **The 23rd annual Pasco Bug Jam,** the second largest Volkswagen car show in the United States, will be from 9 a.m. to 5 p.m. Sunday at the Pasco County Fairgrounds, 36722 State Road 52, Dade City. Admission is $5 for adults, free for children under 10; everyone should bring a can of food for Suncoast Harvest Food Bank. Pre-party is Saturday at Beef O'Brady's, 14136 Seventh St., Dade City. Call (352) 567-6678 or visit www.pascobugjam.com.

• **The Zephyrhills Fall Auto Fest** runs through Sunday at Festival Park, U.S. 301. Classic auto show and auction, swap meet, racing, camping and more. Entrance fee is $10 today and Saturday and $5 Sunday. Children 12 and under are free. Multiple day discounts are available. Call (813) 258-6726.

• **Corn maze at Sweetfields Farm,** 17250 Benes Roush Road, just east of Masaryktown, is open from 10 a.m. to 5 p.m. Saturday. Walk through a 5-acre corn labyrinth in search of clues to find the exit, plus other family-friendly activities. Admission (cash only) is $8.50 for ages 12 and older; $4.50 for ages 3 to 11, and free for children 2 and younger. Call (352) 279-0977.

• **Pasco Ecofest,** a family friendly fall weekend features activities for nature lovers Nov. 18, 19 and 20 at locations throughout Pasco County. Outdoor events include kayaking, bird-watching, hiking, airboat and riverboat rides, horseback riding and a geo-caching challenge. Indoor events include a wildlife art show and live entertainment. For information, visit pascoecofest.com or call (727) 375-8986.

• **The Gulf Coast Folklife Festival** will be from noon to 10 p.m. Nov. 19 along Lemon Street in Tarpon Springs. This free event will feature music and dance performances and booths featuring traditional textiles, instruments, Junkanoo costumes and other arts. The evening ends with a street dance to Middle Eastern, Cuban and Haitian music.

notebook

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Tennis has
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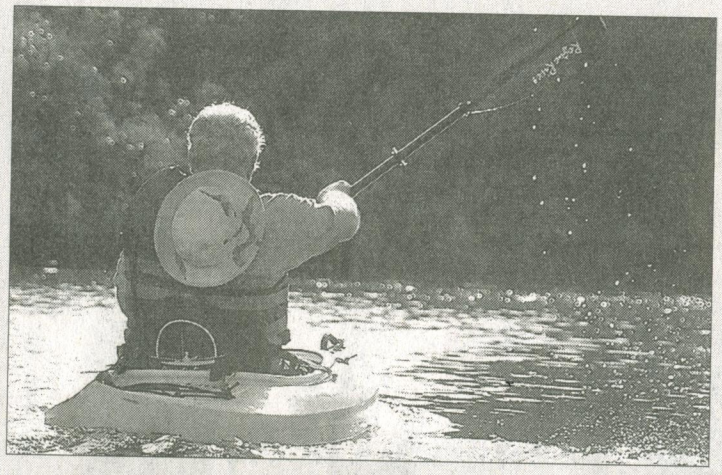
the game. Children in grades K to 4 are encouraged to join the popular Quickstart Tennis program, which includes shorter courts and low-compression balls. Try the first clinic free by contacting Bobby Gillespie at (813) 476 5787 or by e-mailing lakejovitatennis@yahoo.com. For information, visit www.BGTennis.net.

MORE TENNIS: The Land O'Lakes Recreation Complex hosts tennis clinics taught by USTA Professional Karen Turman. Mondays are reserved for kids ages 5-11, with the ages 5-7 class taking place from 4:45-5:30 p.m. and the ages 8-11 class taking place from 5:30-6:30 p.m. On Tuesdays, the 8-11 age group has class from 4:30-5:30 p.m. with 12- to 17-year-olds going from 5:30-6:30 p.m. The cost is $36 per four-week session. For information, call (813) 929-1220.

GOLF: The Greater Hernando County Chamber of Commerce will hold its annual Holiday Golf Tournament on Dec. 1 at Southern Hills Plantation Club, 4200 Summit View Drive, Brooksville. Registration begins at 7:30 a.m. with a shotgun start at 8:30 a.m. Entry fee of $100 includes golf, cart, range balls and barbecue luncheon. Call the chamber at (352) 796-0697. Deadline to register is Wednesday.

BASKETBALL: The Turkey Shoot basketball competition will take place Friday at Veterans Memorial Park in Hudson from 3:30 to 5 p.m. There will be a three-point shoot out and free throw competition. The free event is open to kids ages 11-17. Call (727) 861-3033 or (727) 861-3034.



Times (2006)

Kayaker Bill Thompson of Bayonet Point paddles west on the Pithlachascotee River toward the Grand Boulevard bridge.

Pasco Ecofest to unfold this weekend with kayaking, hiking, bird-watching

There will be numerous outdoor adventures this weekend for the first Pasco EcoFest, with kayaking, hiking, bird-watching, camping and other events at numerous county parks.

The lineup includes a paddling excursion exploring the Cotee River and James E. Grey Preserve at 9 a.m. Sunday. Kayakers will launch from Frances Avenue Park in New Port Richey. Parental supervision is required for kids age 15 or younger. The cost is $5. Participants must bring their own kayaks or call a kayak rental vendor in advance to reserve one. Some vendors are offering special event rates for EcoFest participants.

For information: Call (727) 834-3278 or (813) 929-2760. Visit pascoecofest.com for a full list of events and kayak rental vendors.

Courtesy of the Thomas Meighan Film Festival

The short film *Birdy* by Agnieszka Woznicka, an animation artist from Poland. It's about a bird without wings which struggles to realize its dreams, despite its handicaps. It will be one of several films shown at the first Thomas Meighan Film Festival in New Port Richey.

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Pair arre

A suspected stolen tru Hillsborough to Pasco

BY ERIN SULLIVAN
Times Staff Writer

ZEPHYRHILLS — A car chase that began Wednesday afternoon in Hillsborough County ended with two arrests in Zephyrhills.

Hillsborough deputies attempted to pull over a Ford pickup that was suspected as being stolen, authorities said. The driver of the truck refused to stop and gunned it north toward Pasco. A Hillsborough Sheriff's Office helicopter tracked the truck and Pasco deputies joined the chase.

Legion

Paradise Post 79 is als

BY DAVID RICE
Times Correspondent

NEW PORT RICHEY — Gu safety and proper shooting tech niques are the cornerstone o being a good rifleman, but if i were left to Hollywood, no on would ever learn how to shoo correctly.

Luckily for a select group o New Port Richey Boy Scout the American Legion is ther to provide the teaching. At th Paradise Post 79 off U.S. 19, th Legion is preparing the grou for a shooting contest in Febr ary that will test their skills i various shooting positions and providing a healthy dose gun safety along the way.

"We start with an extensi education program on safe and we look to compete among the other American Legio teams once we get them shoo ing," shooting class leader Joh Glisson said. "We use .177 ca ber air rifles and we compete the sports division. Proper for breath control, trigger squeez

4

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DEPARTMENT OF REVENUE

Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 04/05
06/08/07

85-8013851411C-9	04/23/2007	04/30/2012	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

FINE ARTS OF THE SUNCOAST INC
10333 MICANOPY ST
NEW PORT RICHEY FL 34655-2159

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.

DEPARTMENT OF REVENUE

Important Information for Exempt Organizations

DR-14
R. 04/05

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (FAC).

2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.

3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.

4. This exemption applies only to purchases your organization makes. The sale or lease to others by your organization of tangible personal property, sleeping accommodations or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, FAC).

5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third degree felony. Any violation will necessitate the revocation of this certificate.

6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Central Registration at 850-487-4130. The mailing address is PO BOX 6480, Tallahassee, FL 32314-6480.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 23 2007

FINE ARTS OF THE SUNCOAST INC
10333 MICANOPY ST moved from this address
NEW PORT RICHEY, FL 34655

Employer Identification Number:
20-5276630
DLN:
17053022015007
Contact Person:
DIANE M ECKARD ID# 31394
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
July 28, 2006
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2010

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

FINE ARTS OF THE SUNCOAST INC

Sincerely,

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension

Letter 1045 (DO/CG)

COUNTYWIDE

Volunteers needed for first Ecofest

Volunteers are needed for outdoor and indoor activities Nov. 18-20 at the first Pasco Ecofest. The event, which is happening at various locations throughout Pasco County, features kayaking, bird-watching, hiking, airboat and riverboat rides, horseback riding and a geocaching challenge. Indoor activities include a wildlife art show and live entertainment. For information and to volunteer, call (727) 375-8986 or visit pascoecofest.com.