

Date received
(Office use only)

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

AMOUNT OF FUNDING REQUESTED: \$ 13,000X

1. **EVENT:** Suncoast Arts Fest **DATE(s) OF EVENT:** Jan. 19-20, 2013

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

Address The Shops at Wiregrass; 28211 Paseo Drive

City Wesley Chapel State Fl. Zip 33543

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, Fl Zip 34656 Website www.suncoastartsfest.com

4. **EVENT CONTACT:**

Name Pam Marron, Marj Golub Title President, Vice President/Treasurer

Phone No.: 727-375-8986 or 727-247-6182 Fax No: 866-250-6155

E-mail pmarron@tampabay.rr.com or marj.golub@gmail.com

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

501(c)3 not for profit. Fed. ID 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

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 Suncoast Arts Fest received a grant of \$7944 for 2012.

Suncoast Arts Fest 2011	Jan 22-23, 2011	\$6327
Suncoast Arts Fest 2010	Jan 23-24, 2010	\$4036
Suncoast Arts Fest 2009	May 2-3, 2009	\$3200

Overview of Event:

The 8th Annual Suncoast Arts Fest (SAF) will feature 150 fine artists and craftsmen, 20 chalk artists, a live artist, live regional music and youth entertainment on stage, and a Kid's interactive Art Garden. The event winds down the central street of the Shops at Wiregrass outdoor shopping area. (Times are 10am-6pm Sat., 11am-6pm Sun.) Suncoast Arts Fest experimented with new technology in 2011, using a QR code on a mobile web site to promote festivities up to and during the event. We plan to use the mobile website for fundraising this year, and are ironing out pre-event promotion that can help with this. We also made a QR code for each artist and displayed each artist on the website and mobile website purchased through bmobilized.com. We incorporated our sponsors into the event with the QR codes and video marketing, to show how sponsors can be promoted during the event. We plan on using the mobile website again to keep visitors informed of "real time" happenings throughout the event weekend. A TV segment was filmed during the event to show sponsors and interested visitors for future promotion. We are already speaking with SAW management to incorporate retail stores within promotion of the event, offering these shops a large event to draw their database in. Restaurants and hotels will also be promoted with QR codes, and the mobile website lists site eateries, sponsor special deals, directions to the main SAF event in Wesley Chapel and to the art destinations, overnight destinations to stay, and direct connection back to the Suncoast Arts Fest website.

Suncoast Arts Fest Weekend will again be the additional arm of the event, promoting 5 other arts destinations across Pasco County for this weekend: Pasco Arts Council, Progress Energy Art Gallery, West Pasco Art Guild, PHCC's Alric Pottberg Art Gallery and Leepa Rattner Art Gallery, encouraging visitors to stay overnight for a weekend filled with the arts.

Additions for 2013:

- SAF will use ZAPP this year. This is a national fine artist show web program that puts the SAF on the national professional artist network, and allows for registration online early. By using this new (but costly) tool, we will be able to attract quality artists from other parts of the US during the fine art show circuit period. Having ample selection of hotel s and other area amenities earlier helps SAF to build upon the quality of the event. Because of ZAPP, SAF will attract fine artists who plan 6 months to a year prior to an event and typically stay in the area longer, joining other fine art shows preceding and following weekends. We got a taste of this last year, when artists at preceding shows started calling to see if we were booked up.
- In 2013, the SAF is collaborating with:
 - the Pasco County School Board on fundraising opportunities for youth arts in the schools, with focus on best regional youth artists, both performing and visual. We expanded the Emerging Artists area to be included on Paseo Drive which promoted the youth arts beneficiary. We are also expanding the ability for arts teachers to be involved within the event.

- Wesley Chapel Wind Ensemble. This multi talented community music group consists of members ranging from 8 to 80 and offered Dixieland Jazz, orchestra, and vignette talent to the event. The director has joined the SAF as one of our committee members and will take care of entertainment.
- County and state arts organizations, who were invited to participate at the SAF event in Wesley Chapel, providing a well trafficked arts event for their organization promotion.
- Cultural Affairs of New Port Richey. The Holiday Children’s Art Festival to be held in November will kick off promotion leading up to the SAF. SAF will be promoting this event prior to Nov. as well.
- “Run for the Arts”, the family run started at the 2012 event, was surprisingly successful for a last minute addition in 2012! This Sunday am run around the SAW will include a pancake breakfast right after the run.
- Expanding 25 spots for artists.
- The popular chalk artist area will be expanded from 5 to 10 artists.
- Will expand on mobile platform using for promotion and fundraising.
- Talking with regional bus line to reach out to “staycationers” in Florida. Also, GLAMER, an organization that targets bus travel for specific niches, such as the arts.

We will continue with:

Technology options are a less costly form of promotion where documentation of reach can be received. However, the technology has worked best for SAF when 1st presented with conventional methods of promotion, such as print, radio and TV. Though SAF started using technology in the 2011 event, we are fine tuning what worked and adding what is proven and easy to integrate into an event for 2012.

We have found:

- **Websites: we are retooling our website** to get higher ranking as it grows. Are using Google analytics to drill down where our visitors see us at.
- **Social networking:** Facebook is already in use and Twitter will be used this year.
- **Mobile website** keeps visitors up to date and allow the event to quickly message out changes.
- **Using QR codes:** QR codes for artists and then promoting on the SAF mobile website was intriguing to artists! Additionally, QR codes were of interest to sponsors who wanted to see how this technology attracts consumers came on board because of technology interest.
- We have found that the managers of the new technology are sometimes amenable to working with us at a lower cost - they can use us as a sort of a “beta” test for advertising local events. These new technologies require the ability to be quickly responsive and sometimes the opportunities do not present themselves until well into our media cycle. So, our first marketing recommendation is to be prepared for, open to and ready to act on new ideas. We are particularly interested in working with Patch this year.
- We are continuing to try innovations with social media. This is a low cost, effective way to reach a huge number of people and to cover a large area well outside of the confines of Florida. There are constantly new social media sites and we need to keep abreast of them.
- We are finely tuning our video presentations. We try to informally survey different demographic groups to tailor our productions to attract specific groups. Our professional videographer, George Albright, continues to be a tremendous help to us in knowing what to present to which groups. The videos must then be strategically distributed and placed for the most effective exposure.

- For the artists, we are committing to the whole range of services available through Zapp. This requires quite an initial investment of time, money and preparation by the two artist coordinators in our planning committee.
- We plan to revisit the possibility of holding a unique, arts-based recycling activity (see below)

Pasco County has land and offers growth for businesses. The Pasco Economic Council was represented at the May Pasco Tourism Summit as well as the Hernando Tourism Development Council. We have learned that smaller counties experience success in attracting new businesses when small business owners experience the flavor of a county, often through public events. The primary goal of the SAF is to produce and promote a high quality fine arts event, to benefit the arts in Pasco county schools, while connecting participating businesses with the event, and include them while promoting outside of the county as well.

7. **LIABILITY INSURANCE?** ___ No x Yes Carrier Landi Insurance

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

Attached, page 11

PRODUCTION OF ROOM NIGHTS AND ECONOMIC IMPACT

9. **HAS HOST HOTEL(S) OR ACCOMODATION PARTNERSHIPS BEEN SECURED?Yes**
If yes, indicate place(s), contact(s), telephone number(s)

Hotel

Contact
Telephone Number

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

Hampton Inn/	Todd Patrick/Director of Sales	813-758-3003
Residence Inn/Mariott/Lutz	Mike Viola/Director of Sales	813-792-8400
Days Inn and Suites/Port Richey	Gail Cushman/Director of Sales	727-869-9999
Homewood Suites/Port Richey	Karen King/Director of Sales	727-819-1000
Quality Inn and Suites/New Port Richey	Karen Candaes/Director of Sales	727-847-9005
Microtel In and Suites	Georgia Downey	813-783-2266
Equity Lifestyle Properties	Carol Acquaviva	813-949-6551

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) 2 judges only will be paid for.

We anticipate an increase of artists and chalk artists from 85 to 150, a 56% increase in total artists.

Historical data shows:

Date(s)	# of Rooms	# of Nights	AVG ROOM \$
Jan. 18	see below	3	\$90
Jan 19	see below	2	\$90
Jan 20	see below	1	\$90
CAMPGROUND	see below	3	\$37

Date(s): Jan 18, 19, and 20, 2012 No free nights provided. Please note: we have shown hotel rooms below. However, artists typically travel in pairs or more than two.

- 30% or 45 artist/rooms stay for 3 nights = 135 room nights
 - 50% or 75 artist/rooms + 2 judges stay for 2 nights = 154 additional room nights
- Additionally, we plan to work with Big Red Bus, GLAMER, AAA and Full Sail Travel for promotion of the Suncoast Arts Weekend, encouraging the growing sector of “staycationers” to come for a full weekend of the arts.
- We anticipate 120 individual bus visitors x 1 night min. 70% of 120 visitors share a room = 42 rooms. 30% of 120 bus visitors not sharing room = 36 rooms. Total rooms from bus travel: 78 room nights
 - 135+154+78= 367 total room night x \$90 avg room rate = \$3303
 - Additionally, a number of artists come to event in campers. We are working with Equity Lifestyle as a close overnight option for campers. We typically have 12 campers x 3 nights = 36 x \$37= \$1332.
 - Hotel and campground overnight stays: 403 overnight stays total anticipated
 - \$3303 hotels + \$1332 campground = \$4635

**12. QUALIFIED ROOM NIGHT PRODUCTION/HISTORY:
For 2012:**

There were a total of 82 artists. From surveys collected from all the artists, 38 of them indicated they stayed in a hotel/RV park for 2-3 nights. Most of the time, an artist brings along an assistant so the actual number of room nights associated with the Suncoast Arts Fest was probably about 164.

Each artist is required to complete an "Artist Exit Survey" at the end of the show (see attached sample survey). Volunteers pick these up and make sure every artist returns one. Included on the sheet is information about overnight accommodations. This is the tabulated hotel data for this year -

			Visitor	TOTAL
		Total	Nights	Visitor
		Reports	per report	Nights
Holiday Inn Express	Wesley Chapel	9	4	36
Quality Inn	Zephyrhills	4	4	16
Magnuson Hotel	Zephyrhills	3	6	18
Comfort Inn	Wesley Chapel	5	3	15
Best Western	Wesley Chapel	5	4	20
???	Quail Run	1	4	4
RV park	Wesley Chapel	5	4	20
Other hotels	Pasco County	6	4	24
TOTAL		38		153

Visitor nights = # of people per room x # of nights

13. ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS (not overnight):
98,00000

14. ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS (not overnight):
38,000 many from Pinellas Co. based upon calls received. (Do not know about Wesley Chapel area.)

15. WHAT IS THE ESTIMATED ECONOMIC IMPACT IN DOLLARS?

The following is the estimated economic impact of this event by both visitors and the artists –

VISITORS	\$per person	Total	
Visitors (96,000) food & drink	5	480,000	
Purchases (art & mall)	1/2 spend \$5-\$25	240,000-1,200,000	
Cars (33,000 - 1/4 need gas)	\$40	330,000	
TOTAL		1,050,000-2,010,000	
		about \$10-20 per person	
ARTISTS – 82			
Hotel - 38 stayed at hotel	\$100/night/3	11,400	
Food - 2/3 bought 2+ meals	\$100	5500	
Gas	\$50	4100	
TOTAL		21,000	
		about \$256 per artist	

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)

MARKETING BUDGET 2013				
				Out of
		DETAILS	TOTALS	Cty %
Call for Artists			\$ 2,150	100%
	Call of Artists (print & online)	\$ 650		
	Zapp	\$ 1,500		
Visit Florida		\$ 395	\$ 395	100%
Print Media			\$ 2,500	80%
	Tampa Bay Times	\$ 1,250		
	Tampa Trib/Media General	\$ 1,250		
Online Media	Patch	\$ 1,200	\$ 1,200	100%
Web/Social			\$ 2,740	100%
	Lia Gallagos	\$ 2,000		
	Mobile Technology	\$ 500		
	Web presence	\$ 240		
Video	Albright Productions	\$ 3,000	\$ 3,000	100%
		\$ 11,985	\$ 11,985	

17. FOR REPEAT EVENTS: please provide copies of all event promotional materials, including radio or television scripts, printed fliers, ads or other materials you purchased with Pasco County grant funds. Only provide material on the most recent year a grant was received.

18. What research do you have regarding the demographics of your attendees? How do you measure the success of your event? How do you measure the effectiveness of your promotions? (Attach separate sheet if needed) In addition to Google Analytics and Alexa:

Visitors

The number of visitors was calculated at 96,000 from the car counter machines at all of the Shops at Wiregrass entrances. We were told by the Shops of Wiregrass staff that the parking for the event was maxed out and people/cars could not get in. During the peak entrance times, there are guards posted at the entrances and they turned people away when the parking lots are full. We literally cannot get any more people into the venue during peak hours. This is an issue we will discuss to improve next year's show.

The distribution of visitors surveyed for 2012 was as follows –

Out of state – 3%

Hillsborough – 14%

Hernando – 4%

Pinellas – 2%

Pasco – 19%

Other (mostly within 100 miles of location or declined to provide information) – 58%

Artists

There were 82 exhibiting artists at the Suncoast Arts Fest this year. According to the artists, it appears that the on-going economic situation is taking its toll on artists who exhibit their work at weekend shows and other weekly events. More artists are leaving the field the normal and fewer are coming in because the sales and income are just not there. It appears that visitors who may be potential buyers have less discretionary income and are not spending so much at art shows. On the brighter side, some of the artists we spoke to felt the economy was starting to improve and people were starting to buy again. From the artist exit surveys, it appears that the best selling price range was \$50-@200. Artists consider a show "OK" as long as they cover their application and jury fee (\$230 for the Suncoast Arts Fest).

The following is the geographic distribution of the artists for 2012 –

30% - Out of Florida (24)

12% - In Florida, over 200 miles away (10)

29% - In Florida, between 100-200 miles away (24)

17% - In Florida from counties adjacent to Pasco (14)

12% - From Pasco County (10)

In addition to the exhibiting visual artists, there were approximately 200 performing artists for entertainment. These were almost 100% Pasco/Pinellas/Hillsborough residents. Also, there were 10 chalk artists who mostly came from the Tampa Bay area.

ADDITIONAL INFORMATION

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

20. Has the organization volunteered at other local events and/or travel expos with the Office of Tourism Development to promote Tourism? Yes No

21. Does the event have a recycling plan in place? Yes No We participate with the Shops at Wiregrass facilities management. We are also examining a way to bring recycled art to the Suncoast Arts Fest.

SUNCOAST ARTS FEST 2013

Income/Expense by Category - Budget for 2013 Event

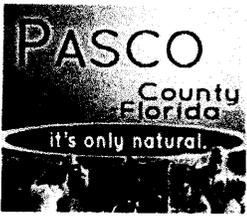
Category Description **Budget 2013**INCOME

Application Fee (\$35)	150	\$	5,250
Exhibition Fee (\$195)	130	\$	25,350
Donations		\$	-
Other inc, Bus		\$	-
Run (\$5)	50	\$	250
Sponsorships		\$	15,000
TDC		\$	6,000
Venders		\$	-
TOTAL INCOME		\$	51,850

EXPENSES

Uncategorized

Ads (total)	\$	11,985	Visitors & Artists & web
Awards	\$	5,500	
Bank Charge	\$	50	
Chalk Art	\$	100	
Charity "Arts for Kids"	\$	10,000	
Entertainment & Music	\$	5,500	Reg. & Run
Equipment Purchase	\$	500	
Groceries	\$	250	
Honorariums	\$	300	
Insurance, Bus	\$	1,000	
Legal-Prof Fees	\$	200	
Licenses and Permits	\$	350	
Misc	\$	1,000	
Office Supplies	\$	100	
Postage	\$	150	
Printing	\$	500	10,000 postcards
Rent (Tent +)	\$	1,000	
Security and Sheriff	\$	800	
Signs	\$	1,800	
Run - other	\$	500	
T-Shirts	\$	1,200	Vol & Run = 100 each @ 56
Website Expenses	\$	-	See Ads
Youth Art	\$	500	
TOTAL EXPENSES	\$	43,285	



**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.

Dave Marron

Official's Signature

*Dave Marron, Fine Arts of the
Suncoast, Inc.
President.*

Official's Name and Title

CHIEF FINANCIAL OFFICER FOR THE ORGANIZATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Mary Golub

Official's Signature

*Mary Golub, Fine Arts of the Suncoast, Inc.
Treasurer.*

Official's Name and Title

CONTACT PERSON AS LISTED ON PAGE ONE OF APPLICATION

I HEREBY CERTIFY that I have read the foregoing application and that the facts stated herein are true and correct to the best of my knowledge and belief. I have read the Special Event Policies and Procedures and agree to comply with the policies and procedures therein as a condition of receiving grant funds.

Dave Marron

Official's Signature

*Dave Marron, Fine Arts of the
Suncoast, Inc.
President.*

Official's Name and Title



Home SAF Weekend For Artists For Sponsors SAF Benefits! Articles,Blog



MainMenu

- Welcome
- About SAF Artists
- SAF Arts Weekend
- Suncoast Run for the Arts!
- Help Arts for Kids!
- More SAF...
- SAF Benefits...
- Contact
- Location/Directions

Click button below for May 20 event to benefit "Arts for Kids" in Pasco County!

Wesley Chapel Benefits "Arts for Kids!" May 20th!

8th Annual Suncoast Arts Fest

2013 Artist Appl coming!

CERAMICS - CLAY - DRAWINGS - GRAPHICS - FIBER - LEATHER - WOOD - PHOTOGRAPHY
DIGITAL - PRINTMAKING - GLASS - JEWELRY - METAL - SCULPTURE - MIXED MEDIA

Jan. 19th, 2013 from 10am-6pm and Jan. 20th, 2013 from 11am-6pm
at The Shops at Wiregrass located at 28211 Paseo Drive; Wesley Chapel, FL 33543

The Suncoast Arts Fest benefits "Arts for Kids! in Pasco County"

- 145+ Fine Artists and Craftsmen will sell and display works along Paseo Drive!
- Chalk artists will chalk art live, thanks to sponsor TBBCA.org



1 Mile "Suncoast Run for the Arts" on Sun., Jan. 20th!

Pancake breakfast \$5 to benefit Arts for Kids in Pasco County!

- "Random Acts for Art" Entertainment Stage
- Emerging Artist tents for juried youth art, to be expanded!
- Kid's Art Garden", where children can create art!

Suncoast Arts Fest
 The Suncoast Arts Fest is a production of Fine Arts of the Suncoast, Inc., a Florida not for profit 501(c)3 with the mission to "promote cultural awareness in Pasco County". Proceeds from the event benefit "The Arts for Kids" and help supplement funding for arts education in schools.

Current Press

Suncoast Arts Fest to once again heat up January
 Suncoast News, Northwest News, TBO.com, WorldNews.com/TampaBayonline.com, by Klint Lowry, Wed. Jan. 18, 2012

5 Things You should Know Today, Jan. 18
 NPR Patch.com, by Alex Tiegen, Jan. 18, 2012

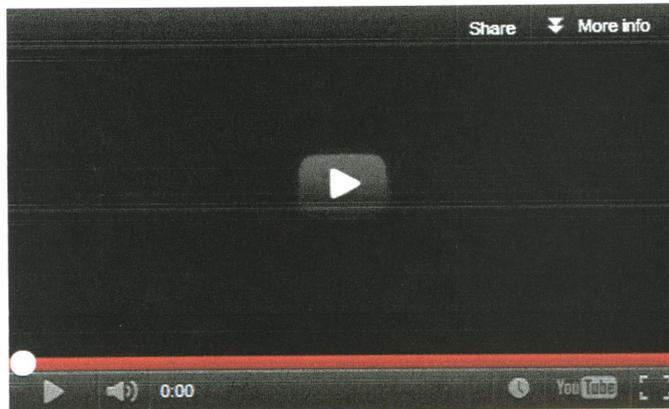
Pasco County class notes for Jan. 18
 Tampa Bay Times, by Michelle Miller, Jan. 18, 2012

Arts Fest Weekend Extends across the Suncoast
 Suncoast News, by Klint Lowry, Sat., Jan. 14, 2012

Arts More Than Just for Show
 Tampa Bay Times/Diversions, by Lisa Davis, Fri., Jan. 13, 2012

Stage West unveils ambitious 2012-13 season
 Tampa Bay Times, Barbara Frederickson comment:
One more thing . . .
 Be sure to spend at least one day Jan. 21 or 22 at the Suncoast Arts Fest at the Shops of Wiregrass in Wesley

View the 6th annual Suncoast Arts Fest 2011 video below!



Suncoast Arts Fest Weekend Partners!
Other arts destinations open for this weekend of the arts in Pasco County!

Chapel. I've been going for the past few years, and it's my all-time favorite outdoor art event....

Fun Run-Walk added to Suncoast Arts Fest Weekend

Klint Lowry, Trinity Weekly, Jan. 4, 2012

Art Lovers Asked to Get Their Hands Dirty

Sherrn Lonon, The NPR Patch, Jan. 12, 2012

Time is Running Out for Suncoast Arts Fest Applicants

Sherrn Lonon, The NPR Patch, Jan. 12, 2012

Five Things to Know Today

Jared Leone/Patch, Clearwater, Jan. 13, 2012...Also, a couple Clearwater artists already are signed up for the Suncoast Arts Festival Jan. 21 and 22 at the Shoppes of Wiregrass in Wesley Chapel. It is one of the south's largest art shows with artists and patrons coming from all over the country...

Five Things to Know Today

Alex Tiegen/NPR Patch, Jan. 13, 2012... 4. Start making plans! The Suncoast Arts Fest is a week away. The ArtsFest's main attraction is a juried art show and other events at The Shoppes at Wiregrass in Wesley Chapel, Jan. 21-22, but there will be events in New Port Richey as well. There's still time to volunteer.

Click on Sponsor logo to visit their website!

Thanks to Suncoast Arts Fest Weekend Partners who joined us!

Click on logo to visit SAF Weekend Happening!



Thanks to our valuable sponsors who made the Suncoast Arts Fest possible!

Thanks to our Presenting Sponsor...



Thanks to Pasco County TDC and Shops at Wiregrass!



Thanks to our Media Sponsors!



Thanks to our Online Sponsors!



Thanks to our Radio Sponsor!



The Heart and Soul of Rock and Roll

Live Remote Sunday am, 1/22 at Shops at Wiregrass!

Thanks to our Site Sponsors!



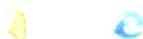
Thanks to our "Suncoast Run for the Arts!" Sponsors!

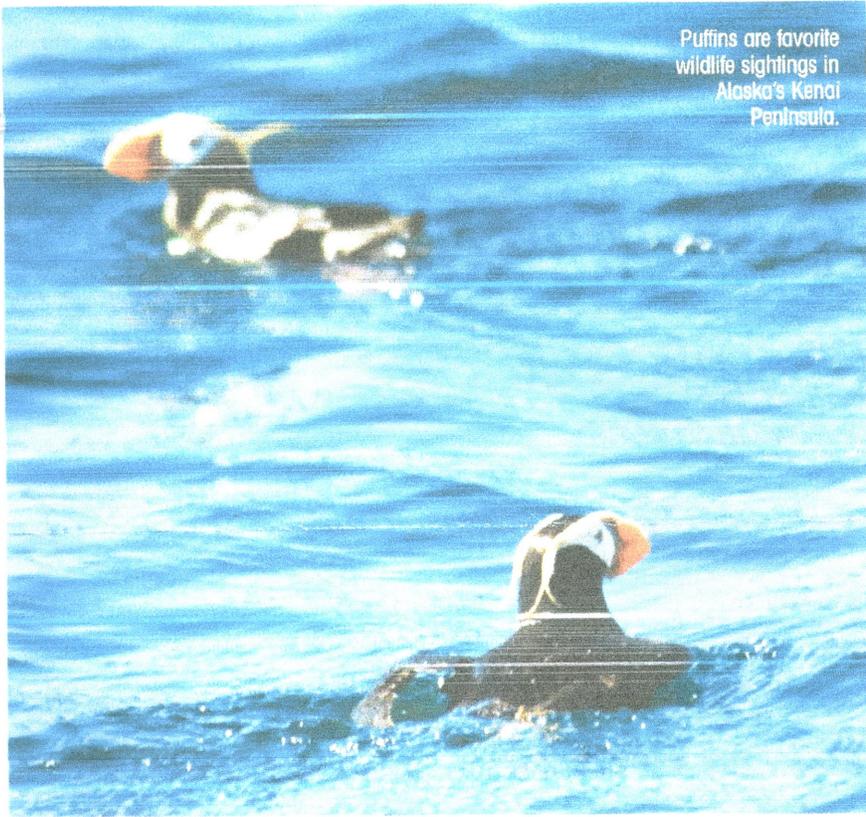


...and sponsors providing services we couldn't do without!



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Puffins are favorite wildlife sightings in Alaska's Kenai Peninsula.

destinations and products written by their peers. Websites such as Trip Advisor make it easy to find positive and negative reviews on most any hotel or tour company; and in recent years, these sites became an essential stop on most travelers' research rounds.

"People are doing a lot of research on the Internet before they pick up a phone or go to a group leader," Kay said. "People go to those sites, and they look at what people blog about. They don't want to make their decision just from a glossy ad; they want to hear what other people are saying."

With so much information and buying power available online, consumers have a new level of power and independence in travel transactions that aids them in their quest for value.

"We're in the decade of 'in me I trust,'" Hall said. "People are shoppers, and they have information like they've never had before, presented to them in a way that allows them to compare, negotiate and make the best decision. It's a major transformation that's been brought about through the Internet."

'GROUPS ARE BEING REDEFINED'

At the same time that the recession began changing economic aspects of travel, demographic trends began expanding the traditional idea of what constitutes a group and what those groups do when they're on the road.

Susan Damon, president of Nomad Adventures, said the smaller groups and more personalized travel experiences that came with the economic downturn are likely here to stay.

"I think the biggest lasting change is that the days of having coaches between 40 and 50 people filled by one preformed group are gone," she said. "A lot of us are basing our prices on 15 people now. It's a smaller, more intimate experience and a different type of touring."

"Part of it is the economy, but I also think it's just the way people like to travel. Instead of wanting to travel in packs and driving through a national park, they want to get off the bus, feel the rocks and really see the trees."

"They want to help paint picnic tables in the national parks. They want to be a part of travel, to wake up and know where they are each morning."

As groups are getting smaller, Damon is encouraging her group leaders to consider combining trips with groups from other parts of the country so that they can fill a coach at an economical price. Familiarization tours, she said, help group leaders form relationships and get used to the idea of traveling together.

In Alaska, Kay has seen group sizes shrink, and the makeup of groups has changed.

"The size of tours is changing," she said. "Boomers don't mind getting on a motor-coach, but now I see a lot more 15- or 30-passenger vehicles. And we're seeing many more

THE HUNTINGTON

Coming in 2012
Japanese Garden Centennial

NEW! After a year of refurbishing,
Group Tours explore our landmark garden.

- Stroll 120 acres of breathtaking gardens
- See world-class artworks
- View rare literary treasures
- Indulge in afternoon Tea

www.huntington.org | tours@huntington.org | 626-405-2240
1151 Oxford Road | San Marino, California

PASCO
ECOFEST

November 18-20, 2011
PascoEcoFest.com

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

SuncoastArtsFest.com
January 21-22, 2012

SUNCOAST
ARTS FEST

Joseph Rodriguez Sr. Honored at Black College
 The annual Black College Awards ceremony was held at the University of Florida on Jan. 10. Joseph Rodriguez Sr. was honored for his contributions to the community.

Freedom Riders, 1961 and the Struggle for Racial Justice
 The exhibit features a collection of photographs and documents that tell the story of the Freedom Riders and their fight for equality.

Stealing a Native
 The exhibit explores the complex relationship between Native Americans and the rest of the United States during the colonial period.

Polk Museum of Art
 Current exhibit: **The Blues**, works from its collection when in blue is a major component through Jan. 21. **Hunt Slonens: An Expressive Nature**, printed works of realistic subjects, especially birds and bunnies, in a spare, abstract style, through March 24. Hours: 10 a.m. - 4 p.m. Tuesday - Thursday and Saturday, 10 a.m. - 5 p.m. Friday, 11 a.m. - Sunday. 900 E. Palmetto St., Lakeland. Admission: \$5, \$4 seniors, free for children and students. Sunday admission is a suggested \$5 donation and includes free docent-led tours at 2 p.m. (727) 712-5762.

Museum of Fine Arts
 Current exhibit: **Forever in a Moment: Nineteenth-Century Photographs of Egypt**, this exhibit of more than 40 images captures Egypt as an exotic land in the 19th century in European prints, through April 10.

seniors, \$10 students (727) 836-2657, line@lsarg.com

University of South Florida Contemporary Art Museum
 Current exhibit: **Mark Dion: Troubleshotting**. Dion's art sits at the crossroads between objective scientific methods. His installations and multimedia works will mostly be based on Florida's ecology. Runs Friday, March 3. Hours: 10 a.m. - 5 p.m. Museum Gallery 1, 601 E. Howard Ave., Tampa. Admission: No charge to visit museum, \$5 pay king permit required. (813) 974-2843, www.usf.edu

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Out & About At The Movies

Cruise comes back for more spy-jinks



From left: Paula Patton plays Jane, Simon Pegg plays Benji, Tom Cruise plays Ethan Hunt and Jeremy Renner plays Brandt.

Our 2011 favorite the goods in latest issue of 'MI' franchise

BY NEIL POND
American Profile

Tom Cruise returns as Ethan Hunt, the leader of the super-secret espionage Missions Force team, for the fourth installment of the popular movie franchise built on the spy-thriller TV series of the same name.

In "Ghost Protocol" Hunt and his squad of high-tech, deep-cover espionage agents are once again called into top-secret service, this time to avert a nuclear war. When things go wrong, creating an international incident, Hunt is forced to look like an intentional act of American aggression, it drives the mission completely off the grid under great pressure, at a state of complete disavowal by the United States.

It's often been hard for moviegoers to separate their feelings for Tom Cruise, the actor, from the roles he plays, especially after he jumped up and

dove like a cat from a tree on Oprah's couch, ventured far out on the Scientology limb and found himself fighting to defuse some nasty Hollywood rumors about his love life.

But the guy's still a formidable movie star, especially for roles like this one that call on his buff physique, his considerable acting talent and his willingness to throw himself wholeheartedly into the rickety, tumble-ty of action scenes.

And, believe me, there are some real action-packed doozies in "Ghost Protocol" including an absolutely spectacular sequence filmed outside the world's tallest hotel, Cruise did his own stunts for the scene, in which his character is suspended from a platform 2,000 feet above the Persian Gulf, break into a higher floor, then leap back out into the air, returning only by a wire nose.

It's really one of the most breathtaking five minutes in any movie of 2011, and it leaves you wondering, slack-jawed: How D'D they film that?

This "Mission" has a few new faces, including Jeremy Ren-

"Mission: Impossible - Ghost Protocol"

Starring Tom Cruise, Jeremy Renner & Paula Patton
Directed by Brad Bird
PG-13, 133 min.

ner, who previously won a Best Actor Oscar. Simon Pegg returns to provide comic relief as IM-tech nerd Benji Dunn, who finally earns his stripes as a full member of the team.

But the real stripes should go to director Brad Bird, who makes an outstanding live-action debut after a string of successful, critically acclaimed animated hits, including "The Iron Giant." "The Incredibles"

Bird juices and goes the whole affair with edge and excitement, and energy, use the right seasoning of humor and heartbeats, and a terrific feel for big, bold, audaciously daring sequences that beg for the big screen available.

Your mission. See this "Mission" in an IMAX theater if at all possible.

Mini Reviews

"THE SOLDIER, SOLDIER, SPY"

An all-star cast, Gary Oldman, Tom Hardy, Colin Firth and John Hurt, feature a fast-paced, stylish movie condensed from John Le Carré's classic novel about a veteran spy during the Cold War hunting for a Soviet mole within the British intelligence service.

M16, 127 minutes (R, for violence, some sexuality, nudity and language)

vicious content and profanity, and, for language including some sexual references)

"THE GIRL WITH THE DRAGON TATTOO"

This highly anticipated movie based on Stieg Larsson best-selling trilogy has a carnival atmosphere, and a woman who's been missing 40 years with the help of an intriguing computer hacker (Rooney Mara). The narrative, an unusual violent content including rape and torture, strong sexuality, graphic audio and language)

"THE MUPPETS"

"The Muppets" makes a very welcome return for Kermit the

frog, Miss Piggy and the rest of the troupe's return after a 12-year big-screen absence. From start to finish, the movie is a healthy, dizzy dose of childlike bliss, the songs campy but catchy, the humor corny but clever, the cast — both human and Muppet — one of the most lovable ensembles ever assembled with all the pizzazz in '30 minutes (PG, for some mild rude humor)

"MY WEEK WITH MARILYN"

Michelle Williams gives her all playing Marilyn Monroe in this film, based on a true story, about the legendary actress' dalliance with an assistant while on a film shoot in England in 1956. But the

character feels distant, and the portrayal of others — such as Lawrence Olivier — seems off the mark. 101 minutes (R, for profanity)

"SHERLOCK HOLMES: A GAME OF SHADOWS"

Robert Downey Jr. and Jude Law play the iconic and eccentric detective and his loyal sidekick, Dr. Watson in this film, where they travel across Europe as they take on the criminal mastermind Professor Moriarty, played by Jared Harris.

"WAR HORSE"

Director Steven Spielberg again signs at the heartstrings in this story of friendship between

horse and man. When his horse is sold to the cavalry in World War I, Albert enlists in the Army in hopes of finding his beloved friend. 146 minutes (PG-13, for intense sequences of war violence)

"WE BOUGHT A ZOO"

Based on a true story, this movie tells the tale of a recently widowed man (Matt Damon) who moves his family in a new home with the condition that the property's random zoo stay open. During the zoo's rebirth, they make new friends, both human (Scarlett Johansson) and animal. 125 minutes (PG, for language and some thematic elements)

Movie Times

These times change the movie's start times without notice.

BROOKSVILLE

Georgia Theatre Co., Beacon 10
1091 Carter
(352) 523-9001
Beauty and the Beast 3D (G) 2:15, 4:45, 7:15, 9:45
The Devil Inside (R) 7:30, 9:30, 11:30
War Horse (PG-13) 2:15, 4:45, 7:15, 9:45
We Bought a Zoo (PG) 4:45, 7:15, 9:45
The Girl with the Dragon Tattoo (R) 2:30, 7:30, 9:30
Mission: Impossible - Ghost Protocol (PG-13) 4:45, 7:15, 9:45
Alvin and the Chipmunks: Chipwrecked (G) 2:30, 7:30, 9:30, 11:30
Sherlock Holmes: A Game of Shadows (PG-13) 1:30, 4:30, 7:30, 10:30

SPRING HILL

Sapphire Motion Pictures, Spring Hill 8
2955 U.S. 19
(352) 660-6656
Beauty and the Beast 3D (G) 2:15, 4:45, 7:15, 9:45
The Devil Inside (R) 7:30, 9:30, 11:30
Beauty and the Beast 3D (G) 2:15, 4:45, 7:15, 9:45
The Girl with the Dragon Tattoo (R) 2:30, 7:30, 9:30
Jack and Jill (PG) 9:30, 11:30, 1:30, 3:30
Muppets (PG) 1:15, 4:15, 6:15, 8:15

WESLEY CHAPEL

Cinebistro at the Grove
(813) 948-0444
Contraband (R) 4:30, 7:30, 10:30
Joyful Noise (PG-13) 7:30, 9:30
The Devil Inside (R) 7:30, 9:30
The Iron Lady (PG-13) 6:30, 9:30
The Girl with the Dragon Tattoo (R) 4:45, 7:45
Mission: Impossible - Ghost Protocol (PG-13) 5:50, 8:50

CRYSTAL RIVER

Regal Cinemas
Crystal River Mall 9
201 N.W. U.S. 90
(352) 564-6864
Beauty and the Beast 3D (G) 1:30, 4:30, 7:30, 10:30
Contraband (R) 4:30, 7:30, 10:30
Joyful Noise (PG-13) 7:30, 9:30
The Devil Inside (R) 7:30, 9:30, 11:30
War Horse (PG-13) 2:15, 4:45, 7:15, 9:45
We Bought a Zoo (PG) 4:45, 7:15, 9:45
The Girl with the Dragon Tattoo (R) 2:30, 7:30, 9:30
Mission: Impossible - Ghost Protocol (PG-13) 4:45, 7:15, 9:45
Sherlock Holmes: A Game of Shadows (PG-13) 4:45, 7:15, 9:45

DADE CITY

Jay-Lan Drive-In
16444 U.S. Highway 901
(352) 597-5085
Joyful Noise (PG-13) 7:30 pm
Sherlock Holmes: A Game of Shadows (PG-13) 9:45 pm

PORT RICHEY

The Regal at Port Richey
10225 U.S. Hwy. 19
(727) 864-9400
Beauty and the Beast 3D (G) 1:30, 4:30, 7:30, 10:30
Joyful Noise (PG-13) 11:45, 7:30, 10:30

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Pasco hospital could be ready for patients by February

13 THE SUNCOAST NEWS / NOT THE PINNACLES • SPECIAL SECTION • JANUARY 11, 2012 • SUNCOASTNEWS.COM

Trinity center now presenting free health classes

Suncoast News Staff Report

TRINITY — With final inspections scheduled for mid-January, Medical Center of Trinity officials are hoping to open the new hospital to patients by February.

The southwestern Pasco County hospital's campus, however, is open on a limited basis for free wellness classes and other programs.

Surveyors from the Florida Agency for Healthcare Administration visited the 236-bed hospital again on Jan. 3 and 4, spokeswoman Mary Sommise explained in a press release issued Friday.

"Surveyors will return the week of Jan. 16 with the intent to complete the licensure of Medical Center of Trinity," Sommise said.



CARL CRUTCHFIELD

Medical Center of Trinity, a five-story hospital with 236 all-private patient rooms, could be ready for patients by February.

Administrators had tentatively planned to have the hospital open by late 2011, but the renovations were not completed in time. Once the state license is in hand, Community Hospital of New Port Richey can begin transferring patients and services to the new hospital at 9330 S.R.

54, a bit east of Little Road.

Besides the Trinity campus, inspectors also must review the existing hospital on Marine Parkway. Sommise said. Part of Community Hospital is scheduled to be converted into a senior care center. Medical Center of Trinity opens Community Hospital to the renamed Medical Center of Trinity West Pasco Campus, will include a behavioral health wing, Sommise said.

Hospital administrators, however, have not yet confirmed whether the satellite facility will include an emergency room. The TR renovation expense could be much greater than assessments had first estimated.

"While geographically separate, the West Pasco Campus is still under the umbrella of Medical Center of Trinity and, therefore, one license is required for both locations," Sommise elaborated.

"A survey of our west Pasco Campus is currently scheduled for the week of Jan. 23," Sommise said, adding, "Our hope is to have our licensure by Jan. 30, and execute our move by mid-February."

The community is invited to take part in free health and wellness programs at Medical Center of Trinity.

"We have an F.O. so we can utilize the building, just not treat patients yet, so we are moving some of our classes to that location this month," Sommise said.

Childbirth and nutrition classes are meeting at Medical Center of Trinity, along with a lecture by colon and rectal surgeon Dr. Jared Fratini on "Constipation: Why Suffer?"

To get a listing of programs or make reservations, call (727) 834-5630 or send an email to MedicalCenterTrinity@hca.com

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