



Dear Grant Applicant:

Thank you for your interest in helping to promote Pasco County as a tourist destination for visitors. The Pasco County Tourist Development Council (TDC) recognizes tourist-related events and activities as so important that it has set aside dedicated funds to help you promote your special event. The funds to support this grant program come from the 2% Tourist Development Tax, which is a tax on all short-term rentals in Pasco County, including hotels, motels, bed & breakfasts and all other rentals for less than six months. As required, receipt of this grant money may only be used as prescribed in FLORIDA STATUTE 125.0104(5)(a)(2);

Tourist development tax; procedure for levying; authorized uses; referendum; enforcement

(5) AUTHORIZED USES OF REVENUE

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

(2) To promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service venue, or event to tourists.

The funds allocated to support the grant program are provided by the TDC on behalf of the Pasco County Board of County Commissioners. While the TDC will make recommendations regarding funds, the **Board grants final approval for support.**

Please fill out the enclosed application completely. If you need to submit answers on a separate attachment, please do. Incomplete applications will not be considered. The deadline to have completed applications back to the Office of Tourism is **Friday, July 31, 2009**. If you have questions regarding the application process, please call me or Amy Ellis at (727) 847-8129. Again, thank you for your interest.

Sincerely,

Eric Keaton

ERIC KEATON

Public Communications Manager

Pasco County Tourist Development Council Special Event Grant Policies and Procedures

I. Introduction

The Pasco County Tourist Development Council (TDC) was created pursuant to the State of Florida Local Option Tourist Development Act and Pasco County ordinance. The TDC administers funds collected from a local-option tourist development tax on occupied transient lodging sales; i.e., hotels, motels, and campgrounds, along with condominium and home rentals of six months or less. The funds are designated to promote greater Pasco County as a preferred visitor destination with emphasis in the following markets: transient leisure, meetings and conventions, special events, sporting events, group leisure travel, and motion picture and television production.

The TDC sets aside a portion of its annual budget in a grant program for local groups and organizations coordinating events with a demonstrated history of producing room nights, economic impact and/or the potential to draw visitors to the area with a regional marketing plan. These grant funds are administered by the TDC on behalf of the Pasco County Board of County Commissioners. **The Board grants final approval for support.**

Each application will be evaluated against established criteria and historic precedent. The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. There is a **1/3 cap amount** on how much an event can request through the grant program. For example, if funds available equal \$75,000 an event/organization may not request more than \$25,000. If an event or organization's request is submitted above the capped amount the TDC will impose the cap. The TDC asks that grant requests only include your out-of-county, regional or national itemized advertising/marketing budget.

II. Funding Considerations

To be considered for funding, the event must first and foremost produce room nights and attract overnight visitors to Pasco County impacting transient lodging occupancy; i.e., hotels, motels, campgrounds and rental condominiums. The TDC will score the applications based on:

A. **Production of Room Nights - 40 pts.**

1. Does the event/organization attract overnight visitors to Pasco County?
2. Does the event/organization provide a history of room nights/overnight visitors?
3. Does the room night history show signs of growth or consistency?
4. How significant are the recent calendar year numbers? What is the hotel fiscal impact?
5. If a new event, how strong/accurate are the estimates of overnight visitors?
6. Has a host hotel or accommodation partnership(s) been established?
7. How accurate are your room night statistics? Are they validated by the property's sales manager, booking engine or survey?

B. **Advertising out of COUNTY- 20 pts.**

1. Does the event provide opportunities for state, regional, national and/or international exposure?
2. Has the event/organization promoted outside a 50-mile radius of Pasco County?
3. Has the event/organization promoted regionally up to 250-miles (Jacksonville, South Florida and the Panhandle?)
4. If a printed ad; how well has the event utilized the tourism logo?
5. If a video/audio ad; how well has the event credited/mentioned: Pasco County Tourist Development Council and/or utilized the logo?
6. Has the event/organization utilized new media (Constant Contact, e-magazines or social networking)?
7. How much publicity, media exposure and who promoted the event/organization?

C. **Marketing Plan- 10 pts.**

1. Is there an itemized marketing/ad budget for the event?
2. How exactly will the grant requested be used?
3. How does it compare to past years?
4. Does the event provide co-op advertising opportunities with other events or TDC?
5. How creative is the marketing plan? Is it evolving with the room night numbers?
6. Is there an opportunity for co-operative advertising with the TDC?

D. **Economic Impact - 10 pts.**

1. How strong is the overall benefit to tourism in Pasco County?
2. How strong is the out-of-town day trip visitor impact to Pasco County? Not necessarily overnight visitors but producing an impact for our stakeholders: restaurants, shops, gas, food, entertainment etc.
3. Is there growth in the event? For example, has the main event added attractions to enhance the show?
4. What area businesses will benefit from this event?

E. **Organization Stability - 10 pts.**

1. What is the background and experience of the sponsoring organization?
2. Is this a new event?
3. Is this an annual event?

4. Is this event for charity or raising funds for a specific organization?
5. Are there net revenues to the sponsoring organization from the event?
6. Evidence of staff and volunteer capability and qualifications.
7. Does the organization have a successful history of service in Pasco County?
8. Did they return their Funding Agreement and Post Event Report within six months of the previous event?

F. Timing of the Event- 10 pts.

1. How unique is this event? Has it created a schedule to lure overnight visitors?
2. Is the event scheduled during the off-season, May through October, or tourism season November through April?
3. Is the event more than one day?

III. Statement of Policies

- Grant funds are intended to supplement the sponsoring organization's budget, not supplant it.
- Funding is not intended to support administrative costs, including salaries.
- Funding shall not be used to support debt reduction, private entertainment (i.e., food, beverages), **promotions/advertising within the County**, or projects with restricted access based on race, sex, national origin, age, or disability.
- Funding shall be provided as reimbursement for approved expenditures upon completion of the event.
- Funds are to be used for expenditures associated with marketing and promoting an event outside of Pasco County to potential overnight visitors.
- Events are **strongly encouraged** to promote outside a 50 miles radius of Pasco County and regional up to 250 miles.
- Grants will be subject to audit by Pasco County.
- All applications will be public record and will be reviewed by the TDC and the BCC.
- Proof of liability insurance **MUST** be provided by the host organization, naming the Pasco County Board of County Commissioners as additional insured, in the amount of \$1,000,000. This certificate of insurance must be received and approved **PRIOR** to your event!
- Recognition of the TDC, via the Pasco County tourism logo(s), **MUST** be included on appropriate printed material and referred to in public relations activities. Recognition of the TDC via the logo or statement: brought to you in part by Pasco County/Pasco County Tourist Development Council must be used if utilizing grant funds to allocate for a video or audio ad. **Failure to use the County logo(s) may affect future TDC funding.** Complete usage requirements of the Tourism Logo will be described in the funding agreement.
- All grant recipients for Fiscal Year 2009-10 will be required to attend a workshop on grant reimbursement procedures and promoting / marketing your event outside of Pasco. They workshop is typically held in late October. The TDC staff will advise recipients of the exact date after the September 16 TDC meeting.

IV. Procedures for Application

- All applications will be considered for funding during FY 2009-10 (Oct. 1, 2009 to Sept. 30, 2010).
- All applications **MUST BE TYPED** and answered on the application form.
- Submit **one original** and **one digital version** of the completed application.

Mail or deliver applications to: Pasco County Tourist Development Office
 FY09/10 Grant Application
 West Pasco Govt. Center
 7530 Little Road, Suite 340
 New Port Richey, FL 34654

For questions, contact: Eric Keaton, Public Communications Manager
 Pasco County Tourist Development Office
 Telephone (727) 847-8129
ekeaton@pscocountyfl.net

- Answer ALL questions. Do not write "NA." Explain why a question does not apply to your organization.
- Applications will be accepted and reviewed once a year. The schedule for submission and review is:

Submission deadline:	Friday, July 31, 2009, 5 p.m.
Reviewed with funding decisions:	September TDC Meeting - Sept. 16, 2009
Grant Recipient Workshop:	<i>Tentative October 22, 2009</i>
- Applications received after the submission deadline will not be considered for funding.
- Each application will be scored by the TDC **prior to the September 16 meeting**. The Office of Tourism will calculate the scores and submit the averaged totals to the TDC before the start of the meeting. After review of the final scores, the TDC will have an opportunity to adjust the totals based on the staff's submittal or brief (3 minute) presentation or question and answer session between the TDC and the grant applicant.
- **New events/organizations are required to make an oral presentation (5 minute time limit including question and answer) to the TDC during the annual meeting.**
- The TDC will announce the grant award amounts at the meeting and funding recommendations will be submitted to the BCC for final action.
- Applicants are asked not to contact members of the TDC. The event director, fiscal administrator, or other contact person may be called upon by any one of the TDC members or staff at any time during the review process. Any unsolicited contact by the applicant will be looked upon unfavorably.

V. Procedures for Reimbursement

- **TO BE ELIGIBLE FOR PAYMENT, A COMPLETED POST-EVENT REPORT MUST BE SUBMITTED.** A blank Post Event Report form is included in this packet.
- Proof of expenditure(s) must be provided on an invoice, printed on the organization's letterhead. The invoice should be made out to **"The Pasco County Board of County Commissioners."** The invoice should include copies of the front and back of canceled checks, corresponding invoices and original tear sheets.
- Failure to submit a complete reimbursement may result in disqualification for support in current and future years. All reimbursement paperwork must be submitted to the Pasco County Tourist Development Office **NO LATER THAN SIX MONTHS** after completion of the event. If an event/organization fails to meet this deadline it will **not be eligible to apply for a new grant** unless the post event report has been submitted prior to the application process.

NOTE: Please retain these Policies and Procedures for information and reference. Do not submit them with the completed application.

AMOUNT OF FUNDING REQUESTED: \$2000

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FY 09/10 SPECIAL EVENT GRANT APPLICATION

- EVENT: Rally to Remember (Pasco Challenge)
- DATE(s) OF EVENT: TBD IN SEASON (NOV-APRIL) OFF SEASON (MAY- OCT)
- LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address JB Starkey Park
City New Port Richey State FL Zip 34653
- NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name Alzheimer's Family Organization
Address PO Box 1939
City New Port Richey State FL Zip 34656
Website: www.alzheimersfamily.org
- CONTACT PERSON/TITLE:
Name Dominick De Petrillo Title Executive Director
Phone No. (727) 848 - 8888 Fax No. (727) 849 - 7707
E-mail info@alzheimersfamily.org
- TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)
IF A NEW EVENT (1st time applicant), ATTACH ARTICLES OF INCORPORATION, BYLAWS. Fed ID No. _____
- IF A NEW EVENT (1st time applicant) ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS AND A LIST OF PAID STAFF.
- IF A NEW EVENT (1st time applicant) ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE UPCOMING YEAR.
- 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.
Rally to Remember 'Chasco Challenge' March 28, 2009 for \$1690.62

- LIABILITY/MEDICAL INSURANCE? No Yes Carrier Philadelphia Indemnity Insurance
- ATTACH EVENT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

PRODUCTION OF ROOM NIGHTS/ HOTEL AND ECONOMIC IMPACT

- ESTIMATED NUMBER OF LOCAL EVENT ATTENDEES/PARTICIPANTS: 300
- ESTIMATED NUMBER OF OUT-OF-COUNTY ATTENDEES/PARTICIPANTS: 250

ECONOMIC IMPACT- Estimate of OUT-OF-COUNTY attendees. Use formula/example based on VISIT FLORIDA

Adult spending \$143 a day and Youth ages (0-18) \$72 a day. (Attach separate sheet if needed)

Example follows: Total Participants (attendees, participants, vendors, competitors, coaches, etc.)

ADULTS:	Out-of-State: 90	In-State: 15
YOUTHS:	Out-of-State: 646	In-State: 108

Total Spectators (fans, family, friends, etc.)

ADULT: Out-of-State: 969 In-State: 162
 YOUTH: Out-of-State: 323 In-State: 54

#of Adult Participants 90 x avg. length of overnight stay 2 x \$143 = \$25,740
 #of Adult Spectators 969 x avg. length of overnight stay 2 x \$143 = \$277,134
 #of Youth Participants 646 x avg. length of overnight stay 2 x \$72 = \$93,024
 #of Youth Spectators 323 x avg. length of overnight stay 2 x \$72 = \$4,608
 TOTAL ECONOMIC IMPACT = \$400,506

14. HOW WILL THE EVENT/PROJECT BENEFIT PASCO COUNTY TOURISM?

Increased exposure of JB Starkey Park and it's proximity to downtown New Port Richey. Participants usually repeat their participation and bring with them their family and friends to join. This event draws participants from other counties who participate in the various events held, thereby spending money in Pasco County.

15. HAS VENUE/FACILITY BEEN SECURED? No Yes If Yes, indicate location, contact and phone number.

JB Starkey Park, Ken Stay with Pasco County Parks & Recreation #834-3262

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

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
<u>Days Inn</u>	<u>Gail Cushman</u>	<u>727-869-9999</u>

17. ANTICIPATED NUMBER OF HOTEL ROOM NIGHTS/ OVERNIGHT ACCOMODATIONS PER NIGHT FOR THIS YEAR:

<u>Day/Date</u>	<u># of Rooms</u>	<u># of Nights</u>	<u>AVG ROOM \$</u>	<u>TOTAL</u>
<u>TBD</u>	<u>10</u>	<u>1</u>	<u>65</u>	<u>10</u>

18. ACCOMODATIONS-ROOM NIGHT PRODUCTION/HISTORY OF EVENT AND IMPACT-(attach separate sheet if needed)

HOTEL IMPACT EXAMPLE # of Rooms (100) x # of nights (2) x Avg. Room Rate \$111 = \$22,200 Lodging/Bed Tax Total Hotel Impact \$22,200 x Pasco bed tax .02 = \$444 Hotel Impact + bed tax = Total **\$22,644**

<u>Dates</u>	<u>Hotel</u>	<u>(# of rooms X # of nights)</u>	<u>Avg. Rate</u>	<u>\$ Impact</u>	<u>(2%)</u>	<u>Total</u>
<u>April</u>	<u>Days Inn</u>	<u>9 x 1</u>	<u>\$65</u>	<u>\$585</u>	<u>\$11.70</u>	<u>\$596.70</u>

ADVERTISING & MARKETING OUT-OF-COUNTY

19. WHAT IS THE INTENDED USE OF THE FUNDS FOR YOUR OUT-OF-COUNTY MARKETING/ADVERTISING PLAN/BUDGET: What plans have been made for out-of-County advertising/public relations/promotion of the event? 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)

Promotional funds will be use for the following:

Advertisement in running magazines such as Florida Race Place and Florida Sports magazines.

Web advertisements will also appear online at Active.com and Competitor SE.

20. 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. Also produce a digital copy of material.

21. 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 promotion?

Participants complete a registration form indicating their name, address, age and event of choice.

Event success is measured through the following:

1. Sponsor interest and support

2. Participation of attendees and their feedback

3. Repeat participation

4. Effectiveness of promotion is determined through a committee critique meeting after the event

22. DESCRIBE IN DETAIL THE GOALS OF YOUR EVENT/ORGANIZATION? Does the event promote the organization, charity, event, sport or community? How does this event serve Pasco County? Are there a number of volunteers to bring the community together for this event's purpose?

This event promotes our organization as well as JB Starkey Park in New Port Richey. Event participants have participated in the events in the previous years and bring their family and friends join them the following year.

This sporting event also draws people from nearby counties, therefore spending money in Pasco County. The

Rally to Remember committee members are all volunteers from local businesses in the area. There are also 50 volunteers from the community that helps our organization during the day of event

VERIFICATION OFFICIAL WITH CONTRACTING AUTHORITY FOR THE ORGANIZATION

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

Official's Signature

Dominick De Petrillo, Executive Director
Official's Name and Title

CHIEF FINANCIAL OFFICER FOR THE ORGANIZATION

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

Official's Signature

Homer Bois, 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.

Official's Signature

Dominick De Petrillo, Executive Director
Official's Name and Title

ECONOMIC IMPACT- Estimate of OUT-OF-COUNTY attendees. Use formula/example based on VISIT FLORIDA

Adult spending \$143 a day and Youth ages (0-18) \$72 a day. (Attach separate sheet if needed)

Example follows: Total Participants (attendees, participants, vendors, competitors, coaches, etc.)

ADULTS: Out-of-State: 16 In-State: 353

YOUTHS: Out-of-State: In-State: 38

Total Spectators (fans, family, friends, etc.)

ADULT: Out-of-State: In-State: 85

YOUTH: Out-of-State: In-State: 15

#of Adult Participants 16 x avg. length of overnight stay 1 x \$143 = \$2288

#of Adult Spectators _ x avg. length of overnight stay 1 x \$143 =

#of Youth Participants _ x avg. length of overnight stay 1 x \$72 =

#of Youth Spectators _ x avg. length of overnight stay 1 x \$72 =

TOTAL ECONOMIC IMPACT = \$2288

11 EVENT/PROJECT BUDGET

**ALZHEIMER'S FAMILY ORGANIZATION
Budget Information Worksheet 2010**

Project/Event: Rally to Remember

Projected Date/s: TBD

Person in Charge: Dominick De Petrillo

Submitted By: _____ (signature)

Anticipated Expenses	\$	Anticipated Income	\$
Catering	500	Donations	1000
Printing	750	Entry Fees	6300
Chasco Fee	1000	Sponsors	7500
Publicity	2000		
Cost of Prizes	1200		
Postage	500		
Brochures/Flyers	500		
T-shirts	1600		
Timekeeper	2000		
TOTAL	\$10,050		\$14,800