



7th Annual  
Pasco Upcycle & Arts Festival  
Saturday, November 5th  
10 am to 4 pm



Sims Park  
Downtown New Port Richey

[www.KeepPascoBeautiful.org](http://www.KeepPascoBeautiful.org)

## **About Keep Pasco Beautiful**

Keep Pasco Beautiful is an environmental 501(c)3 that was created in 1992. Its mission is to improve Pasco County by engaging the community in sustainable efforts to reduce litter, promote waste reduction, and encourage beautification. Many people hear waste reduction and think of the standard household recycling of aluminum cans at the curb, but the options are much broader than that. Many things can be reused to reduce the amount of waste in our environment. There is a term for the ingenious process of reinventing something with a new purpose: upcycle.

## **Purpose of the Pasco Upcycle and Arts Festival**

The purpose of the Pasco Upcycle Festival is to reduce waste by changing people's perceptions of what can be salvaged into not only something useful, but often times a work of art. This event will have numerous upcycle vendors with items such as pallet furniture and spoon bracelets. There will be educational and environmental friendly vendors.

## **Attendance**

In 2021 there were 65 vendors and an estimated 3,500 people in attendance. This number was lower than previous years due to Covid and the weather was cold and damp. We are projecting 100 vendors and an estimated 6,000 people for 2022.

## **Marketing**

There will be a press release distributed through the Pasco County PIO office, and we will also have an article in the Pasco County Utilities newsletter. We will print posters, seeded postcards and coasters to distribute to businesses and public places such as libraries. Funds will be used to advertise on social media.

For questions contact Kristen King at [info@keeppascobeautiful.org](mailto:info@keeppascobeautiful.org) or (727) 534-7481.

# **Budget**

## **Expenses**

- Sound - \$2,500
- Bands (3) - \$2,500
- Event Insurance - \$1,500
- Permitting - \$200
- City Expenses - \$500
- Marketing - \$3,000
- Photographer - \$200
- Bubble Artist - \$600
- Signage - \$500

**Total - \$11,500**

## **Revenue**

- Sponsors - \$4,000
- Vendor Fees - \$2,500
- City of New Port Richey Cultural Affairs - \$5,000

**Total - \$11,500**