



CITY OF NEW PORT RICHEY
SPECIAL EVENT IN-KIND SPONSORSHIP
APPLICATION

5,000
Request

I. EVENT INFORMATION:

- a. Organization: New Port Richey Main Street, Inc.
- b. Name of Event: Cotee River Seafood & Blues Festival
- c. Event Dates (beginning, ending): April 17-19, 2020
- d. Event Coordinator (name, address, phone, email) Liz Misemer
PO BOX 515 New Port Richey, FL. 34656
- e. Please describe the proposed event to include type of event and scope of activities: This is a Seafood Festival and Blues Music Festival. Food, Commercial, Art & Craft vendors. Miss Daisy Boat Tours of the Cotee River. A Kids Zone will be set up with bounce houses. The purpose of this event is to draw people to Sims Park and Downtown New Port Richey.
- f. Please indicate other events provided by your agency and the amount (if any) currently funded by the City: KIAfest/Main Street Blast \$5000.00
- g. How are the events specified assessed for effectiveness? Profit and Loss report as well as feedback from downtown businesses.
- h. Please provide a statement setting forth the specific use of net proceeds derived from the special event and how the proposed use benefits the city: The proceeds from the event will go towards funding the day to day operation of the NPR Main Street Program. The City will benefit by the event bringing thousands of people to the downtown area.



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II. MARKETING AND ADVERTISING

- a. Which specific advertising mediums will be used? Newspaper, Radio, Social Media and printed fliers.
- b. Identify advertising campaign duration and amount for each medium: Newspaper - 6 ads in Tampa Bay Times starting 3 weeks from event. Radio will run 3 weeks out. Social Media (heavily increased) and printed fliers as soon as event is approved by the City.
- c. Will the City of New Port Richey be identified as a sponsor on all promotional/advertising materials? Yes.

III. ECONOMIC IMPACT

- a. Describe the overall economic benefit to NPR: The City benefits by bringing thousands of people to downtown NPR. Going forward Main Street will be meeting with businesses to encourage involvement in the events. The City will also benefit from all of the advertising that is done for beautiful downtown NPR, Sims Park and Cotee River.
- b. Will the event compliment or compete with existing downtown businesses? Compliment.
- c. Please describe in what way(s) and to what degree? We will be promoting the businesses downtown and encouraging guests to venture there. We will also be highly encouraging the downtown businesses to be involved with the event and will have special rates/sponsorship levels for locals.

IV. EVENT IMPACT

- a. How many consecutive years has this event been held in NPR? 21 years as of 2020
- b. What is the target audience for this event? This event has a little something for everyone. We target all ages.



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- c. Are you proposing any notable changes in the event from previous years? If yes, then please explain: This year we cut back on the amount of vendors and I would like to do the same next year. We will also be considering starting music later in the day on Saturday. Finally, we will have a large focus on working with downtown businesses to make this a community event.

V. REQUIRED DOCUMENTS

- a. Adopted agency budget for current fiscal year.
- b. Audited Financial Statement (for 2018 or a IRS Form 990)
- c. Certificate of Incorporation
- d. Federal Tax ID Number