



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

**I. EVENT INFORMATION:**

- a. Organization: New Port Richey Main Street, Inc.
- b. Name of Event: KIAfest/Main Street Blast
- c. Event Dates (beginning, ending): June 26-27, 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 KIA sponsored 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. NPR Main Street provides a Fireworks display for the downtown area on Saturday at 9:00. 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: Cotee River Seafood Festival \$4000.00
- 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 and also by having the only professional fireworks display in NPR



**CITY OF NEW PORT RICHEY  
SPECIAL EVENT  
SPONSORSHIP APPLICATION**

**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 fliers will be going 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 hosting the only professional fireworks display in NPR and also from the advertisement done of 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. Guests crowd the downtown streets to watch the fireworks display at 9:00.

**IV. EVENT IMPACT**

- a. How many consecutive years has this event been held in NPR? 20
- b. What is the target audience for this event? This event has a little something for everyone. We target all ages.



**CITY OF NEW PORT RICHEY  
SPECIAL EVENT  
SPONSORSHIP APPLICATION**

- 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 have simplified the event to focus on July 4th, music, vendors, kids zone, and fireworks downtown.

---

---

---

---

**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



**CITY OF NEW PORT RICHEY  
SPECIAL EVENT  
SPONSORSHIP APPLICATION**

**Overall Proposed Statement of Revenue & Expenditures**  
(Detailed line-item budget)

<b>Revenues</b>	<b>Previous Year*</b>	<b>Current Year</b>
<i>Ex. - City Sponsorship</i>	\$	\$
<b>Total Revenue</b>		

<b>Expenses</b>	<b>Previous Year*</b>	<b>Current Year</b>
	\$	\$
<b>Total Expenses</b>		

*\*A profit & loss statement may be provided in lieu of the requested detail*