

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
FISCAL YEAR 2007-08
SPECIAL EVENT GRANT APPLICATION**

6. NAME OF EVENT/PROJECT: San Antonio Rattlesnake Festival
7. DATE OF EVENT/PROJECT: October 20 & 21, 2007
8. LOCATION OF EVENT/PROJECT (address and/or specific location where event/project will take place):
Address San Antonio City Park
City San Antonio State Florida Zip 33576
9. NAME OF APPLICANT/HOST ORGANIZATION:
Legal Name Rattlesnake & Gopher Enthusiasts (RAGE)
Address P.O. Box 127
City San Antonio State Florida Zip 33576
10. CONTACT PERSON/TITLE:
Name Greg First
Title President
Telephone No. (813) 312-3333 Fax No. (813) 788-6385
E-mail gregfirstconsult@aol.com
11. TYPE OF ORGANIZATION - IRS STATUS (TAX ID NO.)
If applicable, attach Articles of Incorporation, Bylaws. Charitable 501 (c) 3
FID No. 59-2264300
12. ATTACH A LIST OF MEMBERS OF THE ORGANIZATION'S BOARD OF DIRECTORS.
Attached
13. ATTACH A LIST OF PAID STAFF OF THE ORGANIZATION.
We are a volunteer organization with NO paid staff.
14. ATTACH MOST RECENT ANNUAL FINANCIAL REPORT FOR ORGANIZATION AND BUDGET FOR THE
UPCOMING YEAR .
Attached

15. DESCRIPTION OF EVENT/PROJECT.

A two day community event providing environmental education and a broad array of family centered entertainment. We feature wildlife including rattlesnakes, gopher tortoises, Florida panthers, birds of prey and many other Florida creatures. There are activities for the entire family including arts and craft shows, a petting farm, pony rides, free children’s games, folk and gospel music and other entertainment provided on 2 stages. A classic car show and 4x4 trucks and jeeps are part of the event. The Rattlesnake Run held on Saturday morning attracts more than 500 runners, several of national and international representations. On Saturday the food includes our world famous Bar-B-Que Chicken, beef sandwiches, hot dogs, polish sausage sandwiches and “fun” foods. On Sunday, a fish fry replaces the Bar-B-Que. Our event is affordable, wholesome family friendly entertainment along with the environmental education while raising monies which are then distributed to primarily youth and other local community based organizations. We also provide several scholarships.

16. ANTICIPATED NUMBER OF LOCAL EVENT ATTENDEES: 30,000 +

17. ANTICIPATED NUMBER OF OUT-OF-TOWN, OVERNIGHT ATTENDEES (include vendors staying overnight in this number): 2,000 +

18. ANTICIPATED NUMBER OF EVENT VENDORS: 200 +

19. LIABILITY/MEDICAL INSURANCE? No Yes Carrier Kyle Peterson Insurance

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

City of San Antonio City Park Barbara Sessa, City Clerk 352-588-2127

21. HAS HOTEL(S) BEEN SECURED? No Yes
If Yes, indicate place(s), contact(s), telephone number(s)

<u>Hotel</u>	<u>Contact</u>	<u>Telephone Number</u>
St Charles Inn	Ann & Ted Stephens	352-588-4130
Lark Inn	Jo Larkin	352-521-3289
Holiday Inn	J. Patel	813-907-1379
Azalea House	Grace Bryant	352-523-1773
Masters Inn	Rose Kowalchuk	813-973-0155
Best Western	John Sowa	813-782-5527
Microtel Inn & Suites		813-783-2211

22. ANTICIPATED NUMBER OF HOTEL ROOMS PER NIGHT:

<u>Day/Date</u>	<u>No. of Single Rooms (one person per room)</u>	<u>No. of Double/Double Rooms (up to four persons per room)</u>
Friday, October 19	25	35 – 45
Saturday, October 20	25	45 – 55

23. ROOM NIGHT HISTORY OF EVENT (INCLUDE AS MANY YEARS PREVIOUS AS POSSIBLE):

<u>Dates</u>	<u>City</u>	<u>Hotel and Contact</u>	<u>Room Nights (# of rooms X # of nights)</u>
2005	San Antonio		6
	Dade City		8
	Zephyrhills		10
	Wesley Chapel		10
	Tampa		10
	Ridge Manor/Brooksville		51
	Other		18

24. ATTACH EVENT/PROJECT BUDGET WITH ITEMIZED CATEGORIES OF REVENUE AND EXPENSES.

Same information as # 14 that is attached.

25. AMOUNT OF FUNDING REQUESTED (only specific costs for out-of-County advertisements and promotional materials will be accepted):

\$ 5,000.00

26. INTENDED USE OF THE FUNDS:

What plans have been made for out-of-County advertising/public relations/promotion of the event? Please provide details of activities, placements, and collateral materials, including the names of publications targeted, location of billboards, number of brochures to be produced, and where brochures will be distributed, etc.

Thirty thousand Rattlesnake Festival brochures are distributed throughout Florida's West Coast areas eight counties, local events, festivals, travel parks, campgrounds, Chambers of Commerce, Florida welcome centers and are requested from welcome centers in Georgia, North Carolina, South Carolina, Alabama, Kentucky, Tennessee and New York. The Tampa Tribune, TBO.Com and WFLA News Channel 8 will give in-kind advertising promoting Pasco County and this event throughout their entire service area which includes millions of residents and visitors. We purchase advertising publications including Race Place, Florida Running, Florida Monthly, Southern Festivals, Kentucky Bluegrass and Web Hosting. We have printed in excess of 6000 bookmarks to be distributed at USF, University of Tampa, Pasco Hernando Community College, Florida Southern College and St. Petersburg Junior College. We have printed 10,000 placemats to be distributed to many area restaurants. In addition to this area they have become requested in Citrus and Sumter County. We produce several thousand hand held fans that are distributed to several venues outside of Pasco County. In addition, they are sent to several NASCAR venues such as Talladega Alabama, Atlanta Georgia, Richmond Virginia, Daytona and Homestead Florida. In 2006, the Professional Motorcycle Club from Miami/Homestead brought over 300 bikes to the festival for their 3rd Annual Rattlesnake Ride. They will be attending this year.

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

This will be the 42nd year of the festival. Each year over 25,000 visit Pasco County and attend the Rattlesnake Festival. People invite people that have never been to Pasco County. This is promoted via our web site and can be looked up on any search engine in the world. This is a world class event and is very unique. There are not many festivals of this type anywhere in the country. While attending the festival many of these people will be renting hotels and motels, RV space, shopping in Pasco County, eating in Pasco County and discovering Pasco County as a great place to be and live. Many will plan extended vacations to stay in this area to compliment their visit to the Rattlesnake Festival. They will discover the beauty and the charm of this area while discovering the uniqueness that we have to offer in Pasco County. With the promotion that will be presented by our major media sponsors, the additional promotions through flyers distributed all over the county, logo items, the word of mouth from 25,000 visitors, and being around for 42 years is a major boost to visitors coming to Pasco County and we expect these numbers to continue to grow.

28. HAVE YOU RECEIVED A PASCO COUNTY TDC GRANT IN THE PAST? ____No x Yes

29. IF YOU HAVE RECEIVED A PREVIOUS TDC GRANT, PLEASE PROVIDE COPIES OF ALL EVENT PROMOTIONAL MATERIALS, INCLUDING RADIO OR TELEVISION SCRIPTS, BILLBOARD COPY, PRINTED FLIERS, ADS, OR OTHER MATERIAL YOU PURCHASED WITH TDC GRANT MONEY. (ONLY PROVIDE MATERIAL ON THE MOST RECENT YEAR A GRANT WAS RECEIVED.)

Attached

30. 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?

We can accurately track many of our attendees through the efforts of many items that we currently have in place. Many are listed below:

1. Blood mobiles attend both days that track the hundreds of donors that donate during the festival and information is provided from the blood bank relative to City, State and Zip Code of each donor at the festival
2. Race runner applications.
3. Vendor applications
4. Entertainment applications
5. Tracking license plates in parking areas
6. Verbal polls
7. Local beauty pageant winners survey attendees
8. Amount of food and beverages are consumed as compared to prior year.
9. Visitors stopping by information table inquiring as to how they heard about the festival and the area that they are from.
10. Computer data obtained by the Supervisor of Elections office from electronic surveys
11. Website inquiries and hits.
12. Information from TBO.COM

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 Title (Typed)

Official's Signature

Greg First, :President

Official's Name (Typed)

ON THIS 26th day of July, 2007, before me, the undersigned, a Notary Public in and for the State of Florida, personally appeared GREG FIRST, to me known to be the person named in and who executed the foregoing document.



Janice L. Slater

Notary Public

My Commission Expires: March 21, 2009

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.

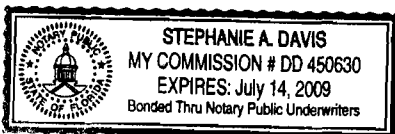
Official Title (Typed)

Official's Signature

John Greif

Official's Name (Typed)

ON THIS 26 day of July, 2007, before me, the undersigned, a Notary Public in and for the State of Florida, personally appeared John T. Greif, to me known to be the person named in and who executed the foregoing document.



Stephanie Davis

Notary Public
My Commission Expires: July 14 2009

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 Title (Typed)



Official's Signature

Greg First, President

Official's Name (Typed)

ON THIS 26th day of July, 2007, before me, the undersigned, a Notary Public in and for the State of Florida, personally appeared Greg First, to me known to be the person named in and who executed the foregoing document.



Janice L. Slater

Notary Public
My Commission Expires: March 21, 2009



Rattlesnake and Gopher Enthusiasts, Inc. (RAGE)

Please leave phone messages on answering machine @ (352) 588-4444

Post Office Box 127

San Antonio, Florida 33576-0127

Visit us at www.Rattlesnakefestival.com

2007 BOARD OF DIRECTORS/OFFICERS

DIRECTORS:

1 YEAR TERM

**Amy Greif
Cecile Looney
Stephanie Stephenson
Joe Newlon
Charles Savio
Donna Wiggins**

2 YEAR TERM

**Sam Sessa
Al Capodiferro
Dennis Devine
Bryan Frick
Michele Hicks
City of San Antonio**

3 YEAR TERM

**Gloria Bohannon
Greg First
Brenda Rubio
Francis Greif
Luke Schmitt
John Greif
Eric Herrmann**

OFFICERS:

**PRESIDENT: GREG FIRST
1ST VICE PRESIDENT: LUKE SCHMITT
2ND VICE PRESIDENT: BRENDA RUBIO
TREASURER: JOHN GREIF
SECRETARY: MICHELE HICKS**

**HONORARY LIFETIME MEMBER:
EDDIE HERRMANN**

Year Round Volunteers Non Paid.

MARJORIE ARNADE
P.O. BOX 238
SAN ANTONIO, FL 33576
SINGLE

ROBERT BECK
11438 WICHER RD.
SAN ANTONIO, FL 33576
SINGLE

GLORIA BOHANNON
P.O. BOX 1028
SAN ANTONIO, FL 33576
FAMILY

CHAS & CHRISTIN BURNS
12433 PALM RIDGE DR.
SAN ANTONIO, FL 33576
FAMILY

AL CAPODIFERRO
SAN ANTONIO BOY'S VILLAGE
P.O. BOX 505
SAN ANTONIO, FL 33576
BUSINESS

JANICE CHRISTIANSEN
16515 JESSAMINE RD.
DADE CITY, FL 33523
FAMILY

DENNIS DEVINE
P.O. BOX 82
SAN ANTONIO, FL 33576
SINGLE

BERNARD & RITA DODGE
37907 GINGER AVE.
ZEPHYRHILLS, FL 33541-7605
FAMILY

JAMES GANT
15417 LAKE IOLA RD.
DADE CITY, FL 33523
FAMILY

JON GRASKEWICZ
MICROTEL INN & SUITES
7839 GALL BLVD.
ZEPHYRHILLS, FL 33541
BUSINESS

FRANCIS GREIF
P.O. BOX 81
SAN ANTONIO, FL 33576
SINGLE

JOHN & AMY GREIF
P.O. BOX 94
SAN ANTONIO, FL 33576
FAMILY

JIM & BARBARA GRIMES
12846 OAK ST.
SAN ANTONIO, FL 33576-5000
FAMILY

ROBERT GUERTIN
P.O. BOX 339
SAN ANTONIO, FL 33576
FAMILY

GERI HALL
P.O. BOX 806
SAN ANTONIO, FL 33576
FAMILY

ERIC HERRMANN
12929 HERRMANN RD.
P.O. BOX 177
SAN ANTONIO, FL 33576
SINGLE

LAURA HILL
16745 JESSAMINE ROAD
DADE CITY, FL 33523
SINGLE

CECILE LOONEY
37449 BLUEBERRY CT.
ZEPHYRHILLS, FL 33542
FAMILY

NEWLON SERVICES, P.A.
ATTN: JOSEPH NEWLON
P.O. BOX 907
SAN ANTONIO, FL 33576
BUSINESS

PARK PLACE
12221 MAIN STREET
P.O. BOX 1224
SAN ANTONIO, FL 33576
BUSINESS

PATRICIA PIKE
31110 HARTMAN RD.
P.O. BOX 342
SAN ANTONIO, FL 33576
SINGLE

PHIL & JUDY PRIBIK
32312 GOSSELIN RD.
DADE CITY, FL 33525
FAMILY

CARLOS & MARY PUJOL
12411 PALM RIDGE DR.
SAN ANTONIO, FL 33576
FAMILY

PHILLIP PULEO, JR.
P.O. BOX 182
SAN ANTONIO, FL 33576
FAMILY

BRENDA RUBIO
27427 RADLOFF LANE
DADE CITY, FL 33525
SINGLE

SAN ANTONIO BOYS VILLAGE, INC.
P.O. BOX 505
SAN ANTONIO, FL 33576
BUSINESS

SAN ANTONIO CITIZENS FCU
P.O. BOX 1057
SAN ANTONIO, FL 33576
BUSINESS

LUKE SCHMITT
LUKE'S SERVICE
P.O. BOX 425
SAN ANTONIO, FL 33576
BUSINESS

SAM & BARBARA SESSA
P.O. BOX 808
SAN ANTONIO, FL 33576
FAMILY

ST. ANTHONY CHURCH
P.O. BOX 875
SAN ANTONIO, FL 33576
BUSINESS

TIN CAN PAM'S
14444 7TH STREET
DADE CITY, FL 33523
BUSINESS

BERT WRAINS
3511 N.W. 5TH AVE.
OAKLAND PARK, FL 33309
SINGLE

RANDY & LINDA MILLS
10904 HIGHVIEW DR.
DADE CITY, FL 33525
FAMILY

Cash Flow - Last year:4
1/1/2006 through 12/31/2006

7/26/2007

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Category Description	1/1/2006- 12/31/2006
INFLOWS	
Uncategorized	3.83
A & C Spaces	4,457.89
Concession Sales	288.61
Cotton Candy, Popcorn ...	496.00
Drink Sales	8,445.72
Food Sales-Breakfast	1,108.03
Food Sales-Dinners	5,633.06
Food Sales-Sandwiches	7,110.45
Funnel Cakes	1,522.42
Gift Received	51.00
Gopher Race	1,145.95
Ice Cream Sales	798.03
Interest Inc	320.51
Membership Dues	1,005.00
Other Inc	23.05
Pageant Entrance Fee	374.00
Pageant Souvenirs	93.45
Peanuts	1,108.26
Petting Farm	116.06
Political Space	140.17
Raffle	103.00
Rattlesnake Pageant	1,509.00
Rattlesnake Run Entries	8,554.00
Rides & Games	10,194.00
Shirt Sales	10,377.52
Shooting Range	600.70
Shows-Reptile	1,323.00
Shows-Snake	3,029.00
Sponsor - Park Map	425.00
Sponsor-Festival	8,144.00
Sponsor-Pageant	375.00
Sponsor-Rattlesnake Run	6,800.00
TOTAL INFLOWS	85,675.71
OUTFLOWS	
Advertising	4,514.04
Advertising-Rattlesnake Run	3,101.00
Auto	
Fuel	20.00
TOTAL Auto	20.00
Bank Charge	51.00
Banquet	911.96
carnival rides & games	7,641.75
Cash	0.00
Cash over-short	1,200.00
Charity	16,350.00
Cost of A & C	285.00
Cost of Animals	2,000.00
Cost Of Children's Games	146.60
Cost of Drinks	4,546.25
Cost of Food	13,270.14
Cost of Pageant	628.14
Cost of Rattlesnake Run	5,797.77

Cash Flow - Last year:4
1/1/2006 through 12/31/2006

7/26/2007

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Category Description	1/1/2006- 12/31/2006
Cost of Shirts	7,058.08
Cost of Shows	3,372.00
Entertainment	600.00
Equipment	338.01
Gifts Given	100.00
Insurance	1,800.00
Maintenance	2,152.68
Misc	2,410.60
Office Supplies	307.62
Postage	328.00
Professional	656.00
Rent	4,418.00
Setup & Rental	3,096.38
Subscriptions	588.50
Tax	
State	
Tax Payable	-3,051.24
TOTAL State	-3,051.24
TOTAL Tax	-3,051.24
Telephone	685.13
TOTAL OUTFLOWS	85,323.41
OVERALL TOTAL	352.30

7/26/2007

Itemized Categories - Last year
1/1/2006 through 12/31/2006 (Cash Basis)

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Date	Description	Memo	Clr	Amount
EXPENSES				-16,350.00
Charity				-16,350.00
11/12/2006	4-H At The Academy		R	-500.00
11/12/2006	ALL Creatures 4-H		R	-100.00
11/12/2006	BEST Of The West 4-H		R	-100.00
11/12/2006	BOY Scouts Troop 311		R	-100.00
11/12/2006	Double Cresnet Tae Kwon Do		R	-500.00
11/12/2006	Earth Force		R	-150.00
11/12/2006	Florida Youth Conservation Corps		R	-150.00
11/12/2006	Future Cattlemen 4-H Club		R	-600.00
11/12/2006	Girl Scouts Troop 1210		R	-200.00
11/12/2006	Girl Scouts Junior Troop 1287		R	-350.00
11/12/2006	Hernando County 4-H Foundation		R	-500.00
11/12/2006	Hernando County 4-H Council		R	-500.00
11/12/2006	Hernando Sharp Shooters 4-H		R	-550.00
11/12/2006	Land O Lakes High School FFA		R	-250.00
11/12/2006	Morning Star Fishermen		R	-200.00
11/12/2006	Pasco Co. Regional Juvenile Det. Ctr		R	-600.00
11/12/2006	Pasco Middle School Band		R	-400.00
11/12/2006	Pasco High School Wrestling Team		R	-200.00
11/12/2006	Pineview Middle School FFA		R	-250.00
11/12/2006	Possum Trot 4-H		R	-500.00
11/12/2006	Sunshine Swampers 4X4 Club		R	-200.00
11/12/2006	Sacred Heart Catholic Women's Club		R	-300.00
11/12/2006	Sacred Heart Early Childh Care Center		R	-400.00
11/12/2006	Sacred Heart Youth Group		R	-250.00
11/12/2006	San Antonio Boys Village		R	-2,500.00
11/12/2006	San Antonio Elem. School		R	-300.00
11/12/2006	San Antonio District Volunteers		R	-900.00
11/12/2006	Society Of St. Vincent De Paul		R	-300.00
11/12/2006	St. Anthony Interparochial School		R	-400.00
11/12/2006	Southwest 4-H		R	-100.00
11/12/2006	Udderly Kids 4-H		R	-200.00
11/12/2006	Wiregrass Ranch High School - Cross Country Team		R	-400.00
11/12/2006	Xtreme Outlaws Booster		R	-100.00
11/12/2006	Young Adults Of St. Joseph & Sacred Heart		R	-250.00
11/12/2006	St Anthony Church Middle Youth Gp & Lifeteen		R	-500.00
11/12/2006	Knights of Columbus	charity fund	R	-300.00
11/12/2006	Pasco Hernando community College	scholarship	R	-500.00
11/12/2006	Saint Leo University	Warren Warder Scholars...	R	-500.00
11/12/2006	Hardy Benevolent Trust Fund		R	-500.00
11/12/2006	St. Anthony Church		R	-500.00
11/12/2006	Meals on Wheels		R	-250.00
OVERALL TOTAL				-16,350.00

Balance Sheet - As of 12/31/2006.4

As of 12/31/2006 (Cash Basis)

7/26/2007

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Account	12/31/2006 Balance
ASSETS	
Cash and Bank Accounts	
RAGE Inc. Checking	9,972.74
SACFCU Money Market	1,804.19
SACFCU Savings	181.21
SunTrust Savings	0.00
WACHOVIA Money Market	18,080.01
Cash Account	0.00
TOTAL Cash and Bank Accounts	30,038.15
TOTAL ASSETS	30,038.15
LIABILITIES & EQUITY	
LIABILITIES	
Other Liabilities	
Sales Tax	0.00
TOTAL Other Liabilities	0.00
TOTAL LIABILITIES	0.00
EQUITY	30,038.15
TOTAL LIABILITIES & EQUITY	30,038.15