

**GREATER NEW PORT RICHEY MAIN STREET, INC.
Board of Directors 2006 – 2007**

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2006 - 2007**

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(continued)**

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Greater New Port Richey Main Street Inc.
Profit & Loss Budget vs. Actual
October 2006 through June 2007

	<u>Oct '06 - Jun 07</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
Business Directory	424.00	
Event Income	95,700.35	156,000.00
Gallery Income	23,292.24	15,000.00
Grants, City of NPR	33,750.00	45,000.00
Grants Received, Other	3,000.00	3,500.00
Donations Received	9,045.00	
Membership Income	3,652.29	12,500.00
Historical Walking Tour	-123.50	
Misc. Income	3,587.16	1,000.00
Total Income	<u>172,327.54</u>	<u>233,000.00</u>
Expense		
Event Expenses	56,134.45	130,000.00
Gallery Expense	11,268.02	4,000.00
Administrat. Ex	1,116.42	4,600.00
Advertising & Promotion	5,476.06	300.00
Auto	-0.86	
Bank Fee	706.32	200.00
Conf.&Workshops	1,252.05	500.00
Contributions	1,709.05	1,000.00
Correction Exp.	100.00	
Design Comm.	11,702.97	9,000.00
Dues & Subscriptions	781.71	300.00
Education & Seminars	499.00	200.00
Gifts	67.00	100.00
Insurance	1,848.33	2,500.00
Meals & Entertainment	958.60	1,000.00
Newsletter	141.49	
Office Expenses	2,868.48	3,000.00
Payroll Expenses	57,036.57	50,000.00
Postage	930.27	2,000.00
Printing & Copying	1,751.83	500.00
Prizes and Awards	112.35	
Rent	11,587.60	15,000.00
Repair & Maintenance	150.39	1,500.00
Sales Tax pd.	122.85	
Security	315.00	500.00
Taxes	3,372.19	
Telephone	3,686.76	4,000.00
Travel	778.96	300.00
Utilities	3,098.79	2,500.00
Misc. Expenses	-63.00	
Total Expense	<u>179,509.65</u>	<u>233,000.00</u>
Net Ordinary Income	-7,182.11	0.00
Other Income/Expense		
Other Income		

Greater New Port Richey Main Street Inc.
Profit & Loss Budget vs. Actual
October 2006 through June 2007

	<u>Oct '06 - Jun 07</u>	<u>Budget</u>
Interest Earned	26.18	
Total Other Income	26.18	
Net Other Income	26.18	0.00
Net Income	<u><u>-7,155.93</u></u>	<u><u>0.00</u></u>

Founder's Day Celebration Projected Budget

Income:

Pasco TDC (for out of county advertising)	\$2,500
City of New Port Richey	\$5,500 \$1,600
Sponsorships	\$5,000
Vendors:	
Food/Concession Sales	\$2,200
Arts & Crafts	\$1,750
Miscellaneous	\$1,000
T-shirt Sales	\$300
Soda/water	\$800
Donations	\$300
Boat Tours	\$400
Carnival/games	\$5,500
Antique Appraisal Fees	\$600
Art Scene/Coffee house	\$250
Total Income	\$26,100

Expenses:

Entertainment:	
Musicians	\$7,500
Entertainers (clowns/jugglers)	\$1,200
Sound/Lighting/Backline	\$4,500
Rentals/tables/chairs	\$800
Permits/Licenses/Health Dept. fees	\$520
Amphitheatre Fee	\$450
Port-o-Potty	\$850
Light Tower Rentals	\$400
Advertising: total \$5,900	
Cable TV	\$2,500
Where the Shows Are	\$800
Newspaper	\$950
Banners	\$500
T-shirts	\$300
Posters/Flyers/Lanyards	\$350
Signs	\$500
Decorations	\$150
Security	\$1000
Soda & water for sale and volunteers	\$450
Total Expense	\$23720

Income: \$26,100

Expense: \$23,720

FOUNDERS DAY CELEBRATION 2006

Marketing Overview

EVENT DATE: September 29, 30 and October 1, 2006
October 7: Antique Appraisal Fair

LOCATION: Sims Park & Downtown New Port Richey

OF ATTENDEES: 12,000 (flow)

EVENT CHARGES: \$2 Donation Requested During Day

BENEFICIARY: Greater New Port Richey Main Street, Inc.
(Richey Suncoast Theatre)

OVERVIEW: In celebration of its' 82nd anniversary of New Port Richey's founding, Main Street's *Founders Day Celebration*, paid homage to the settling of the area in the early 1900's. The 2006 Founders Day Celebration featured a variety of live, thematic entertainment, a carnival and midway, demonstrations and activities in the Hickory Hammock area (so named because it was the city's original name) that included an interactive display of antique engines, and old time skills like candle making and woodcarving. The event also offered a two-day arts and crafts fair, and a classic car show situated around picturesque Orange Lake.

The Founders Day Celebration 2006 was host to non-stop live musical entertainment on three stages with an eclectic mix of regional musical entertainment ranging from 20s Jazz to Rockabilly and included some down home Florida Folk music. The Friends of Florida Folk musicians entertained crowds in the peaceful ambience of Peace Hall church, which lent itself to the acoustic musicians who performed. True Oldies Music Night brought all of the crowd pleasing tunes of the 50's and 60s while the Relay for Life volunteers hosted hoola hoop contests and an authentic sock hop complete with dance floor. Event attendees also enjoyed historic tours of the area via an authentic hayride trip around Downtown or boat tour along the Pithlachascotee River.

The Pasco Camera Exchange Amateur Photo contest went on without a hitch; the *Sink or Swim River Raft Race* and the "Pull Your Heart Out" truck pull for the New Port Richey Marine Institute proved to be two more fun activities that brought lots of families to

the park early in the day. In addition, a pumpkin painting tent hosted by the Suncoast Gymnastics and the Make and Take Scarecrow tent, hosted by the Suncoast Girl Scouts afforded families an opportunity to enjoy the event and go home with handmade items. The First annual Mutt Mazes brought the family dog to the park where they competed for some fun prizes in another family friendly fun activity. Rounding out the outdoor activity was the Eco-Expo & plant Sale hosted by the Nature Coast Florida Native Plant Society and the interactive display provided by Salt Springs State Park.

The inclusion of an on-site authentic Mark Martin NASCAR race car and NASCAR driving simulators proved to be one of the most popular activities of the weekend which thrilled both young and old and boys and girls.

The following weekend saw the reprisal of the ever popular and successful Antiques Appraisal Fair where folks brought family heirlooms, flea market finds or dusty antiques to the historic Richey Suncoast Theatre on Saturday, October 7. There some of the area's finest antiques and collectibles experts were on hand to give verbal appraisals.

ADVERTISING/MARKETING:

Print:

St. Petersburg Times

- 2 12" promotional ads (Antique Appraisal) (Pasco Edition) (September 17, September 21)
- 5 16" promotional ads (Weekend; Pasco; Hernando; N. Pinellas Times, St. Petersburg Times full run) (September 21, September 24, September 27, September 29, September 30)
- 1 8 page Founders Day section September 28
Sponsor names and/or logos included in ads

Where the Shows Are

- 1 10" promotional ad (SPRING 2006)
- 1 10" promotional ad (SUMMER 2006)

Florida Monthly Magazine (September 2006)

Travel Host/Nature Coast (August- October 2006)

Broadcast:

Bright House Networks

172 :30 second promotional spots aired on Bay News 9, ESPN, Lifetime, Food Network

Radio:

WJQB 106three FM

100 :60 second promotional spots aired between 09/19 -09/30

Other Marketing:

- 2000 Founders Day General Event flyers distributed via area businesses and sponsor sites
- 100 Founders Day Posters
- 500 Founders Day Antiques Appraisal flyers distributed in area
- 500 Founders Day Classic Car Show flyers distributed regionally
- 100 Founders Day Antiques Appraisal programs
- 250 Event t-shirts sold or distributed to participants at event
- 8 Event Banners hung pre-event
- Sponsor names and/or logos included on all marketing material*
- 25 Snipe signs posted throughout the city limits of New Port Richey

TOTAL ADVERTISING/MARKETING VALUE: \$101,235.00

PUBLICITY:

PRINT:

- St. Petersburg Times:* 3 stories; mentions/ 163.00 inches = \$ 24,450.00
Ad equivalency value
- The Tampa Tribune :* 1 stories; mentions/ 42 inches = \$ 4,956.00
Ad equivalency value
- Suncoast News:* 2 stories; mentions/ 75 inches = \$ 1,527.00
Ad equivalency value
- WP Chamber Newsletter:* 2 stories/mentions/ 20 inches = \$ 40.00
Ad equivalency value
- Fl Main Street Minute Newsletter:* 1 story/ 1 inch = \$ 5.00
Ad equivalency value
- Travel Host/Nature Coast:* 2 stories; mention / 6 inches = \$ 150.00
Ad equivalency value

Total print coverage: 11 stories; mentions / 307.00 inches
Total (print) ad equivalency value \$31,128.00

BROADCAST:

Total Broadcast coverage: 272.00 minutes/mentions

Total (broadcast) ad equivalency value \$20,220.87

**Total combined coverage: 1,143.00 print inches/ 102.5 minutes
broadcast
ad equivalency value \$152,583.87**

COMBINED TOTAL OF MARKETING

Publicity combined value \$152,583.87
Advertising schedule value \$ 97,720.00
Other marketing mediums combined value \$ 3,525.00

TOTAL EVENT MARKETING VALUE \$ 253,828.87

Funds raised during the Founders Day Celebration will be dedicated to the continued promotion and revitalization of Downtown New Port Richey.