
Brian Brijbag

Michelle Roots

Submission Date May 10, 2025 5:47 PM

Organization Name Stage West Community Playhouse

Organization EIN# or FEN# 59-2200175

Business Address 8390 Forest Oaks Blvd
Spring Hill, FL, 34606

Application completed by Brian Brijbag

 Title Attorney

Email brian@brijbaglaw.com

Telephone No. (352) 442-7127

Name of Event The Stage West New Works Festival

Description of Event: Please provide the details of your festival or event, including theme, planned entertainment, games, installations, vendors, beneficiary of funds raised, etc. The Stage West New Works Festival is a three day celebration of original theatre

Date(s) of Event Aug 22, 2025

Hours of Event 6:00 PM - 9:00 PM

Date(s) of Event Aug 23, 2025

Hours of Event 11:00 AM - 9:00 PM

Date(s) of Event	Aug 24, 2025
Hours of Event	11:00 AM - 4:00 PM
Is this a new event or a repeat event?	New
Event Marketing Contact	Michelle Roots
Email Address	michelleanne67@outlook.com
Telephone No.	(727) 633-1350
Organization or event Website	https://stagewestplayhouse.org
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	https://www.facebook.com/StageWestFL
Event or Organization Social Media Sites: (Please provide complete URL for social media channels)	https://www.tiktok.com/@stagewestplayhouse?fbclid=IwY2xjawKMpg5leHRuA2FlbQIxMABicmlkETFJUII5VXJOd3UxQnB-TNjJaAR7kN6joNlicmaNwxzWv-Q2CEL1kR0Ei9SxRSw5TkFOxMcydq3ujav3CR9JvJA_aem_GLL8u-3luFWuOJFUUpA3EOA
Event location(s)	Stage West Playhouse
Address of Event	8390 Forest Oaks Blvd Spring Hill, FL, 34606
Telephone No.	(352) 683-5113
Projected number of event vendors	8
Projected Number of Local Attendees:	750
Projected Number of Out-of-Town Attendees:	100
Projected Number of Hotel Rooms:	30
Projected Number of Camping Sites:	0
Media Outlet #1	Tampa Bay Times

Schedule for Publication or Media	July 15 - Aug 21
Reach of Publication or Media	Hillsborough / Pinellas
Budget for Publication or Media	\$1500
Media Outlet #2	Facebook Instagram Ad
Schedule for Publication or Media	July 1 - Aug 22
Reach of Publication or Media	Central FL
Budget for Publication or Media	1000
Media Outlet #3	WUSF Public Radio
Schedule for Publication or Media	Aug 10 - Aug 22
Reach of Publication or Media	West Central FL
Budget for Publication or Media	900
Media Outlet #4	Broadway World FL
Schedule for Publication or Media	Aug 1 - Aug 24
Reach of Publication or Media	Statewide
Budget for Publication or Media	900
Media Outlet #5	Nature Coaster
Schedule for Publication or Media	Aug 5-Aug 24

Reach of Publication or Media Citrus, Marion, and Pasco

Budget for Publication or Media 500

Total Marketing and Advertising Budget: 4700

Total Grant Amount Requested: 2500

I understand that all printed and/or digital collateral and advertisements must include the Florida's Adventure Coast Visitors Bureaus' logo as one of the event sponsors, and that any and all digital platforms, must include a link to FloridasAdventureCoast.com. bsb

I understand that the Event's Marketing Coordinator must incorporate the Florida's Adventure Coast, Brooksville - Weeki Wachee name and geographic location in all press releases bsb

I understand that all printed or promotional materials with the Florida's Adventure Coast Visitors Bureau logo must be reviewed and approved by the Manager of Tourism Development in order to ensure correct and appropriate usage of the brand. All reviews require a minimum of 48 hours. Failure to have advertising pre-approved by the Tourism Bureau does not eliminate the requirement of proper usage in order to be eligible for reimbursement. Failure to use the correct logo and use it properly will result in cancellation of any grant funds awarded. bsb

I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando County. Copies of all advertising must be submitted with your reimbursement request. bsb

I understand that all advertising and promotion submitted for reimbursement must take place in areas outside of Hernando County. Copies of all advertising, and the paid invoices, with proof of payment, must be submitted with your reimbursement request. bsb

I understand that all reporting requirements must be satisfied in order to receive reimbursement dollars.

bsb

I understand that the Event must be accessible to the public and to disabled persons.

bsb

I understand that Hernando County requires each event grant recipient to have a General Liability Insurance of \$1 million each occurrence / \$2 million aggregate with HC BOCC as additional insured and waiver of subrogation as to General Liability. Certificates of insurance must be provided to the Visitors Bureau no less than 15 days prior to the event.

bsb

I understand that the event coordinators will provide the Florida's Adventure Coast Visitors Bureau an onsite presence during the event. Typically the Visitors Bureau will provide organizations with maps and literature for display, however for certain events aligned with key tourism initiatives, the Visitors Bureau may wish to have a booth or staff on site.

bsb

The Event coordinators will also supply 10 all access tickets to the event, any required parking passes and agree to allow the Visitors Bureau staff all access to the Event to capture photos/videos. Tickets and/or passes must be delivered to the Visitors Bureau at least one week in advance of the event.

bsb

I certify that I have completed this Event Grant Funding Application and attest that all information provided herein and attached hereto is true and accurate:



Name: Brian S Brijbag

Title: Attorney

Date May 10, 2025

Event Overview

The Stage West New Works Festival is a three-day celebration of original theatre, featuring:

- Full production premieres (including the premiere of *Picking Up Sticks* - by Lil Barcaski - winner of the staged reading competition at the 2024 Tampa Bay Theater Festival)
- Staged readings of new plays by Florida-based playwrights - (Playwrights are members of the Stage West Playwriting Workshop)
- Musical numbers from upcoming youth productions
- Improv performances and audience engagement activities
- Guided theater tours and a VIP sponsor preview night

The festival is open to the public, fully ADA-compliant, and includes opportunities for cultural tourism, education, and community engagement. It is the first event of its kind in Hernando County, strategically positioned to draw new tourism traffic from the broader Central Florida region.

Tourism Impact & Justification

The Festival's marketing efforts will target out-of-county visitors, especially theatre fans and tourists in the Tampa Bay, Orlando, Gainesville, and The Villages markets.

Projected Tourism Metrics:

- Out-of-Town Attendees: 100
- Hotel Room Nights: 30 (based on visitor RSVP patterns and VIP reception invites)
- Vendors: 6 - 8
- Economic Impact: Cultural tourism, lodging, dining, and local retail engagement

This is not a local-only event. The target audience includes tourists, art patrons, actors, writers, theater professionals, and weekend travelers who frequently visit regional venues. This festival will introduce new guests to Hernando County as a cultural destination.

Use of Grant Funds / Marketing Plan

The requested grant will fund a targeted campaign promoting the festival outside Hernando County, with an emphasis on measurable reach and room-night potential.