



**GASPARILLA
MUSIC
FESTIVAL**
A 501(c)3 Non-Profit Organization

P.O. Box 172986
Tampa, FL 33672
813-708-8423
info@gasparillamusicfestival.com

Statistics

Attendance

2012 - 6,527

2013 - 9,743

2014 - 16,247

Community

In addition to putting on a 2 day festival each year in March, GMF maintains a strong emphasis on supporting the local community.

- Provide needs based scholarships to young musicians
- Hosted over 1,500 children for free and provide interactive area exclusively for kids
- Provide financial support for other non-profits through vendor program
- Diverted over 30% of festival waste from landfills
- Provided complimentary valet for over 1,000 attendees on bikes
- Presented over 150 local musicians
- Through its Recycled Tunes program, GMF collects used, beat up, lonely instruments in exchange for tickets to the festival. The instruments are refurbished and donated to the local public school system

Sustainability Efforts in 2014

- **Waste**
 - 5.8 Tons of Total Waste
 - Over 200 lbs of compost (.1 tons)
 - 1.59 Recyclables Diverted from Landfill
 - 29.2% Diversion Rate
 - 4080 Boxes of Water
 - Eliminated 100% of Plastic Water Bottle Usage
 - Over 30% of GMF's waste was diverted from landfills through recycling efforts, vendor composting and other waste reduction strategies.
- **Carbon Offsets**
 - 10 metric tons of locally created Carbon Offsets donated to cover costs of all on-site emissions and band transportation in Tampa.





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- **Bicycle Ridership**

500 Bicycles

Approximately 3.5% of attendees came on bike

- **Transportation**

Marion Transit Station Parking Lot-120 spaces used both days as primary volunteer parking

In Town Trolley -Re-routed on Saturday and Sunday of Festival

Parking lot located at 1910 N Ola Ave – Parked 90 cars

Media Reach 2014

5 Million, estimated earned media coverage

8 Million, total paid media impressions

65, 587 unique visitors to website

Sponsors: tbt*, News Channel 8, CBS Outdoor, Creative Loafing, WMNF

