

FLORIDA NATURE COAST Bike Fest

Formerly Hernando County Bike Fest

MARCH 17TH-19TH

Downtown Brooksville, Fl . Whitehead Farms



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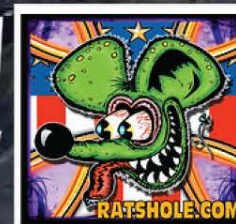


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RATSHOLE

CUSTOM CHOPPERS SHOW



FLORIDANATURECOASTBIKEFEST.ORG

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Formally Hernando County Bike Fest

MARCH 17TH-19TH

Downtown Brooksville, Fl. Whitehead Farms



Whitehead Farms

\$10 For Motorcycles Both Nights . \$10 Entry Fee Per Person For Autos / Trucks Both Nights

FRIDAY NIGHT

6:00 PM - 8:00 PM

BIG ENGINE

9:00 PM - 10:30 PM

BROTHER MAVEN

SATURDAY NIGHT

6:00 PM - 8:00 PM

EMERY BROTHERS

9:00 PM - 10:30 PM

CONFEDERATE RAILROAD

DOWNTOWN

FREE CONCERTS

FRIDAY

12:00 PM - 4:00 PM

SILVERBACK

5:00 PM - 8:00 PM

MORGAN BRAKE

& DUCK WALLOW LANE

SATURDAY

12:00 PM - 2:00 PM

LOST N FOUND

3:00 PM - 5:00 PM

NUTHIN' FANCY

(LYNYRD SKYNYRD TRIBUTE)

6:00 PM - 8:00 PM

BOTTOMS UP

SUNDAY

12:00 PM - 4:00 PM

JEFF VITOLA & QUARTER MILE REBELS

LIVE MUSIC

BIKE GAMES . VENDORS
POKER RUN . INSTALL ALLEY
SOUND COMPETITION
CUSTOM CHOPPER SHOW
MISS FLORIDA NATURE COAST
BIKE FEST PAGEANT
AND MORE !

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Florida Nature Coast Bike Fest, Inc.

Mission, Board of Directors, History, Beneficiaries.

Mission

To contribute to economic and cultural development in our community through motorcycle related events and support charitable organizations making a significant local impact.

Board of Directors

President	Vice President	Secretary	Treasurer	Vendor Manager	Entertainment Director	Public Relations
Robert Steele Moose Riders	Carmine Colalucci "The Big Ragoo"	Roberta Oldread A.B.A.T.E.	Michael DeFelice	Brian Holt Official Gear Promotions	Ted Smith Rat's Hole Bike Show	Eddy Faler

The **Florida Nature Coast Bike Fest, Inc.** is a Florida 501c-3 Non-Profit corporation founded in 2020 originally as the ***Hernando County Bike Fest, Inc.***, in order to continue the ***"Brooksville Bike Rally"***.

As a component of the **Hernando County Growers Association, Inc.**, the monthly ***Brooksville Bike Rally*** attracted thousands of visitors to Hernando County and provided a funding source for the **Growers Association's** food insecurity programs such as the Senior Farmers Market Nutrition Program and Fresh Access Bucks SNAP dollar matching program.

The inaugural event was held March 25, 2018, on Main Street in front of the Hernando County Courthouse and attracted approximately 3,500 visitors with 43 vendors.

The **First Annual Three-Day Hernando County Bike Fest** was held March 18-20, 2022, with over 125 vendors and approximately 14,000 attendees. Beginning in March 2023, the event will be known as the **"Florida Nature Coast Bike Fest"**.

We are 100% volunteer operated and have provided support to over twenty separate charitable causes with significant local impact in Hernando County.

Operation HeartF.E.L.T. Feeding Empty Little Tummies

To meet the hunger needs of school children in our community.

Board of Directors

President

Vice President

Secretary

Treasurer

Public Relations

Since 2009, **Operation HeartF.E.L.T.** has been providing nutritious meals to children suffering from food insecurity through their backpack program. **Operation HeartF.E.L.T.** services on average about 250 students per week who have been identified by the schools as needing their help. **HeartF.E.L.T.** children receive a backpack every Friday or before a holiday break containing six meals for the weekend. During holiday breaks, the bags are adjusted accordingly. Their volunteers are responsible for shopping for food, stocking their warehouse shelves, packing the backpacks and delivering to and picking up the backpacks from schools. The bags are not identifiable to anyone other than the child, with no reference to the contents. Their volunteers work closely with principals and guidance counselors to ensure that students' names and personal information remain confidential. **Operation HeartF.E.L.T. Foundation** provides over **300,000 meals** annually to children during the school year.

“Florida Nature Coast Bike Fest”

Name Change

Moving into 2023, we recognize that many of our sponsors and partners have a significant presence throughout the west central region of Florida. In support of their participation and the impact it has on the region as a whole, we are pleased to announce the **Florida Nature Coast Bike Fest**, formerly known as the ***Hernando County Bike Fest***.

In 1991, the “Nature Coast” was designated by Florida Tourism as a region encompassing Wakulla, Jefferson, Taylor, Dixie, Levy, Citrus, Hernando, and Pasco counties.

We believe that the continued growth and success of the **“Florida Nature Coast Bike Fest”** will generate opportunity and recognition for our partners all along the west central Gulf coast as well as create new opportunities for it to contribute to charitable causes impacting the region.

Additionally, this expansion will create opportunities for more partners and sponsors to participate and support motorcycle culture and tourism throughout the region.

“Florida Nature Coast Bike Fest”

Concept of Operations **Activities**

Venues and Vendors

Downtown Brooksville will be the highlight of the event and include Hernando Park, Ft Dade Avenue, Main Street and the adjacent areas.

Whitehead Farms will host the nighttime concert venue and RV camping area with limited vendors.

Attractions

- Rats Hole Bike Show (Main Venue)
- Motorcycle Games & Contests (Main Venue)
- Poker/Dice Runs (Area Wide)
- Silent Auction
- Raffles
- 50/50 Drawings

Marketing

- *Tampa Bay Times*
- HITS 106, Citrus 95, Nature Coast Country, Fox Classic Hits
- *Born to Ride* magazine
- Bikers Info USA
- Facebook, Instagram
- Internet
- Public events calendars

“Florida Nature Coast Bike Fest”

Concept of Operations (cont.)

Venues

Downtown Brooksville

- Motorcycle Parking
 - South side of Fort Dade Avenue from Main Street to Magnolia Avenue.
 - Magnolia and Brooksville Avenues from Fort Dade Avenue to Jefferson Street.
 - East side of Main Street from Fort Dade Avenue to Liberty Street.
 - South Brooksville Avenue from Broad Street to Liberty Street.
- Rat’s Hole Bike Show
 - Hernando County Public Library (Saturday).
- Vendors
 - Hernando Park.
 - North side of Fort Dade Avenue.
 - Truist Bank secondary parking lot (Fort Dade Avenue).
 - West side of Main Street from Fort Dade to Liberty Street.

- Vendor Parking

- Brooksville City Hall.

Whitehead Farms

- Admission
 - General Admission:
 - \$10 per bike (rider & passenger).
 - \$10 per person (cars/trucks, etc.).
 - VIP Admission:
 - \$100 per person.
- Parking
 - Dedicated motorcycle parking.
 - Dedicated car parking.
- Vendors
 - Limited food vendors.
 - Limited retail vendors.

“Florida Nature Coast Bike Fest”

Concept of Operations (cont.)

Sponsorships

Marketing and Promotions Sponsorships

- Presenting - \$15,000
- Platinum - \$10,000
- Gold - \$7,500
- Silver - \$5,000
- Bronze - \$2,500
- Contributing - \$1,000
- Prize

VIP Food and Beverage Sponsorships

- One dinner meal per ticket.
- Alcoholic and non-alcoholic beverages.

Lodging – Hotels, Motels, Campgrounds, Bed and Breakfasts

- Advertised as official lodging provider of the Florida Nature Coast Bike Fest
- Event and group rates as appropriate
- Shuttle service for guests and “Pass Holders”

Partner Attractions –TBD

- Discount admission
- Co-promotion
- Extended Stay Packages

“Florida Nature Coast Bike Fest”

Concept of Operations (cont.)

Schedule

Monday-Thursday 3/13 – 3/16

- 9:00 AM Whitehead Farms vendor/entertainment setup begins.

Wednesday-Thursday 3/15 – 3/16

- 7:30 AM Hernando Park, Fort Dade Avenue and Truist secondary lot vendor setup begins (Fort Dade Avenue from Main Street to Magnolia Street, Magnolia Street and North Brooksville Avenue from Fort Dade to Jefferson Street closed to traffic).

Thursday 3/16

- 7:30 AM Main Street vendor setup begins (Main Street between Fort Dade Avenue and Liberty Street closed to traffic).

Friday 3/17

- 7:00 AM Vendors open at will.
- 10:00 AM Downtown beverage service opens.
- 12:00 – 8:00 PM Downtown entertainment.
- 5:00 – 11:00 PM Whitehead Farms entertainment.
- 8:00 PM Downtown beverage service ends.

Saturday 3/18

- 7:00 AM Vendors open at will.
- 10:00 AM Downtown beverage service opens.
- 12:00 – 8:00 PM Downtown entertainment.
- 5:00 – 11:00 PM Whitehead Farms entertainment.
- 8:00 PM Downtown beverage service ends.
- TBD Games, contests, raffles.

Sunday 3/19

- 7:00 AM Vendors open at will.
- 10:00 AM Beverage service opens.
- 11:00 – 4:00 PM Downtown entertainment.
- 4:00 PM Beverage service ends/vendor teardown.
- 8:00 PM Street closure ends.

“Florida Nature Coast Bike Fest”

Entertainment

Downtown Brooksville

Friday

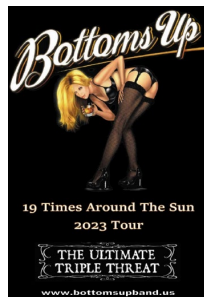
- 12:00 – 4:00 PM Silverback
- 5:00 – 8:00 PM Morgan Brake

Saturday

- 12:00 AM – 2:00 PM Lost N’ Found
- 3:00 – 5:00 PM Nuthin’ Fancy Lynyrd Skynyrd Tribute
- 6:00 – 8:00 Bottoms Up

Sunday

- 12:00 – 4:00 PM Jeff Vitolo and the Quarter Mile Rebels



Whitehead Farms

Friday

- 6:00 – 8:00 PM Big Engine
- 9:00 – 11:00 PM Brother Maven

Saturday

- 6:00 – 8:00 PM Embry Brothers
- 9:00 – 11:00 PM Confederate Railroad



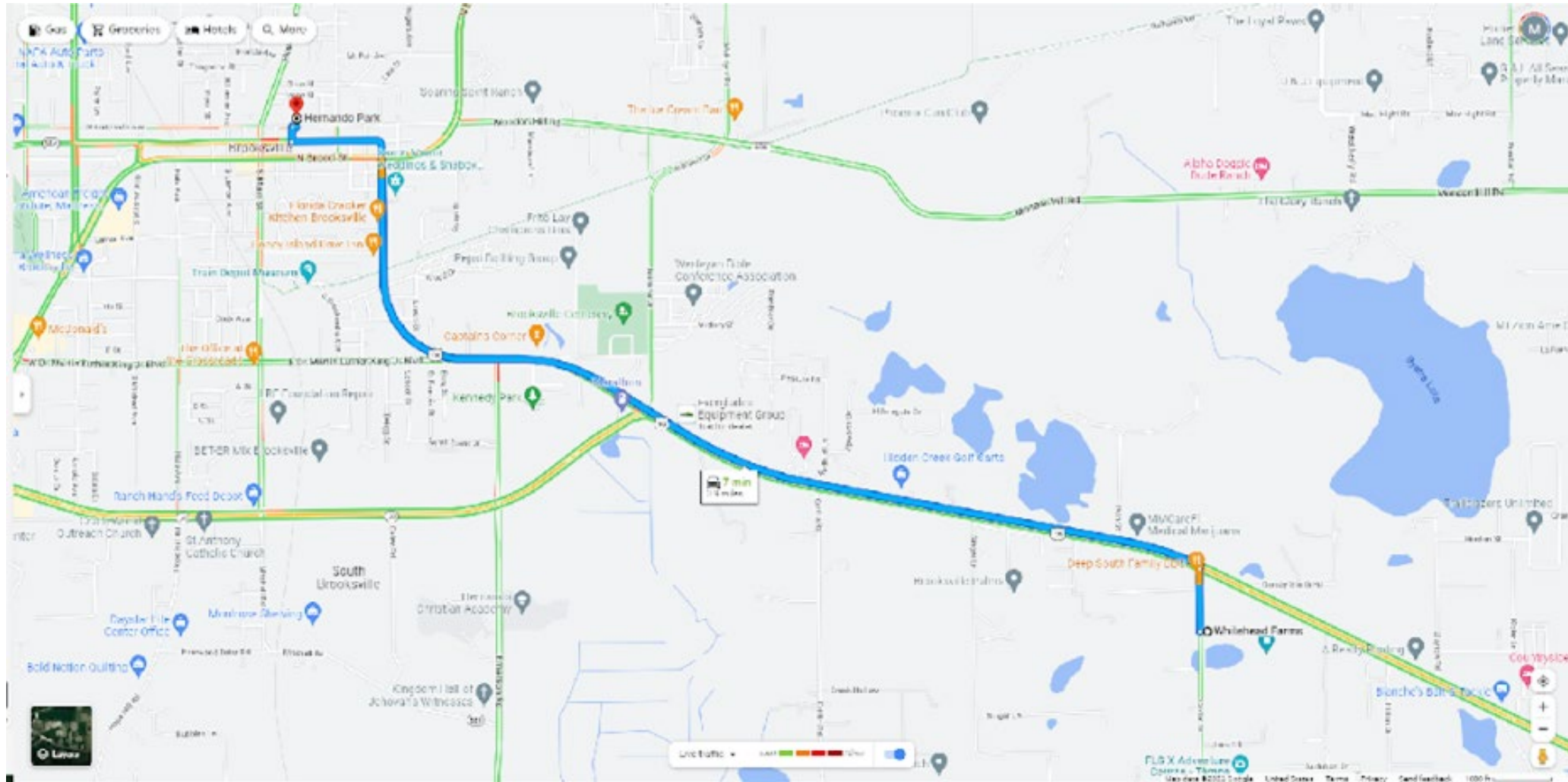
“Florida Nature Coast Bike Fest”

Venues

March 17-19, 2023

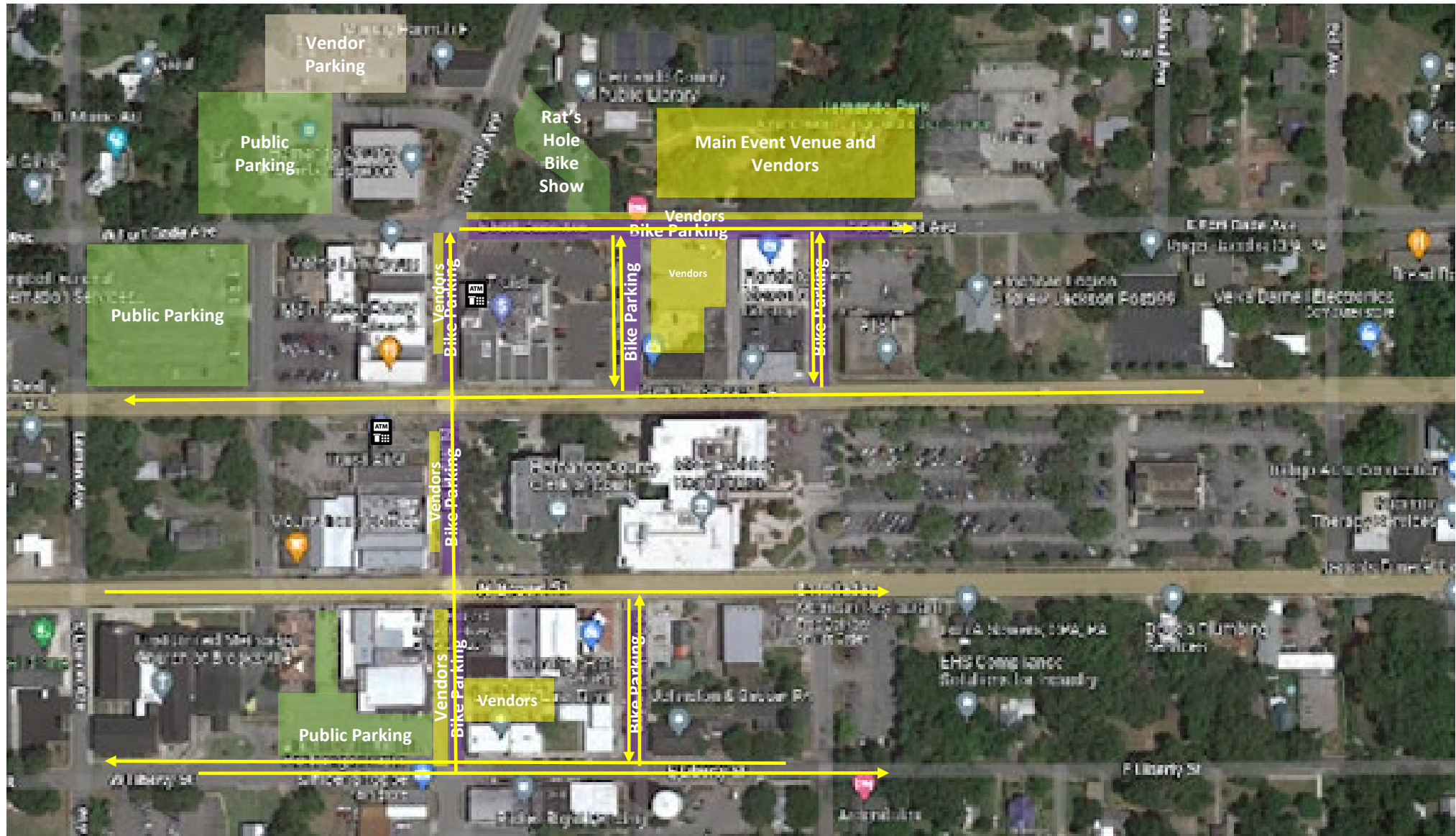
Hernando Park, Brooksville, FL
205 E Fort Dade Ave, Brooksville, FL 34601

Whitehead Farms, Brooksville, FL
7136 Cedar Lane, Brooksville, FL 34601

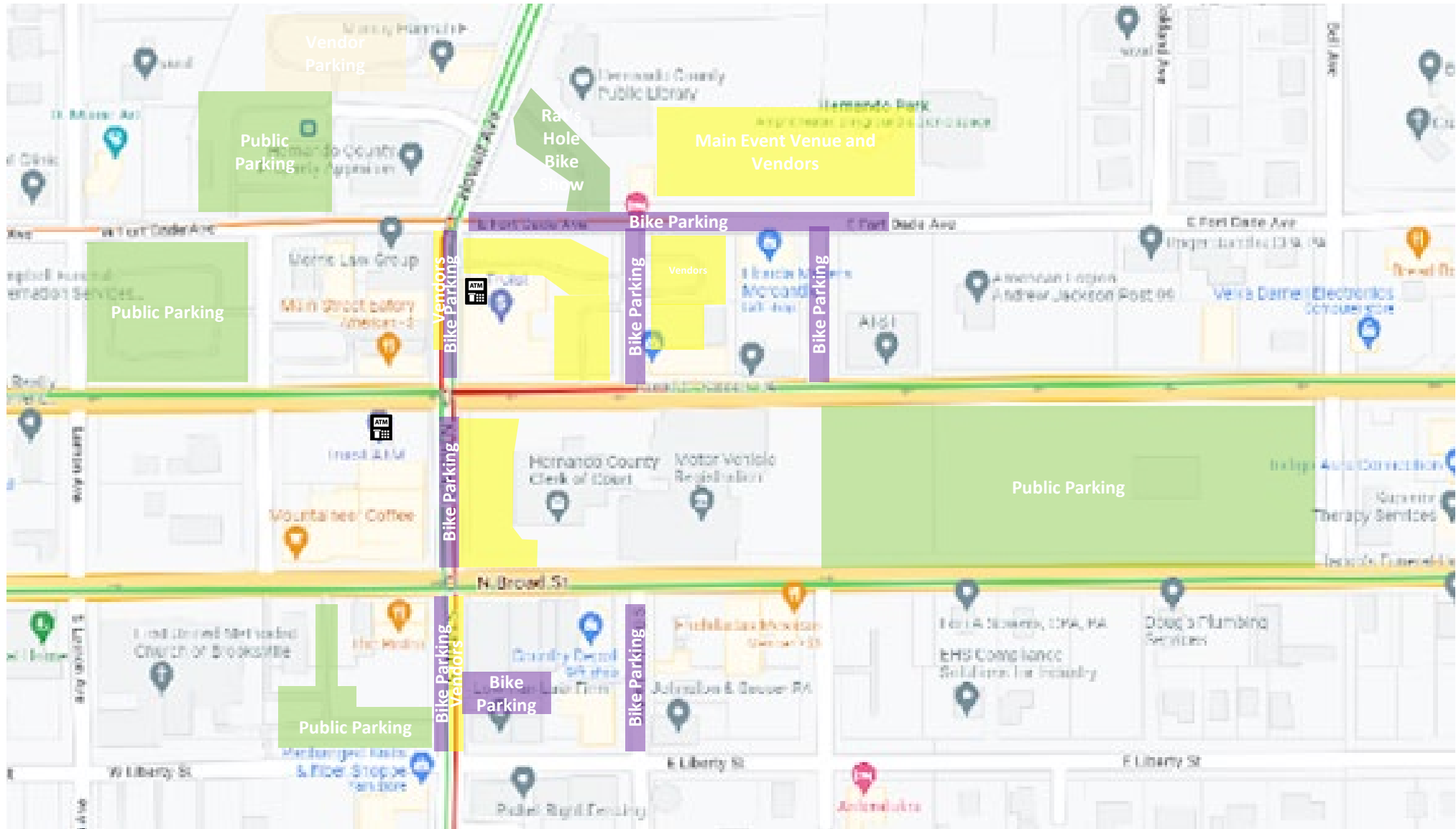


“Florida Nature Coast Bike Fest”

Downtown Brooksville, FL



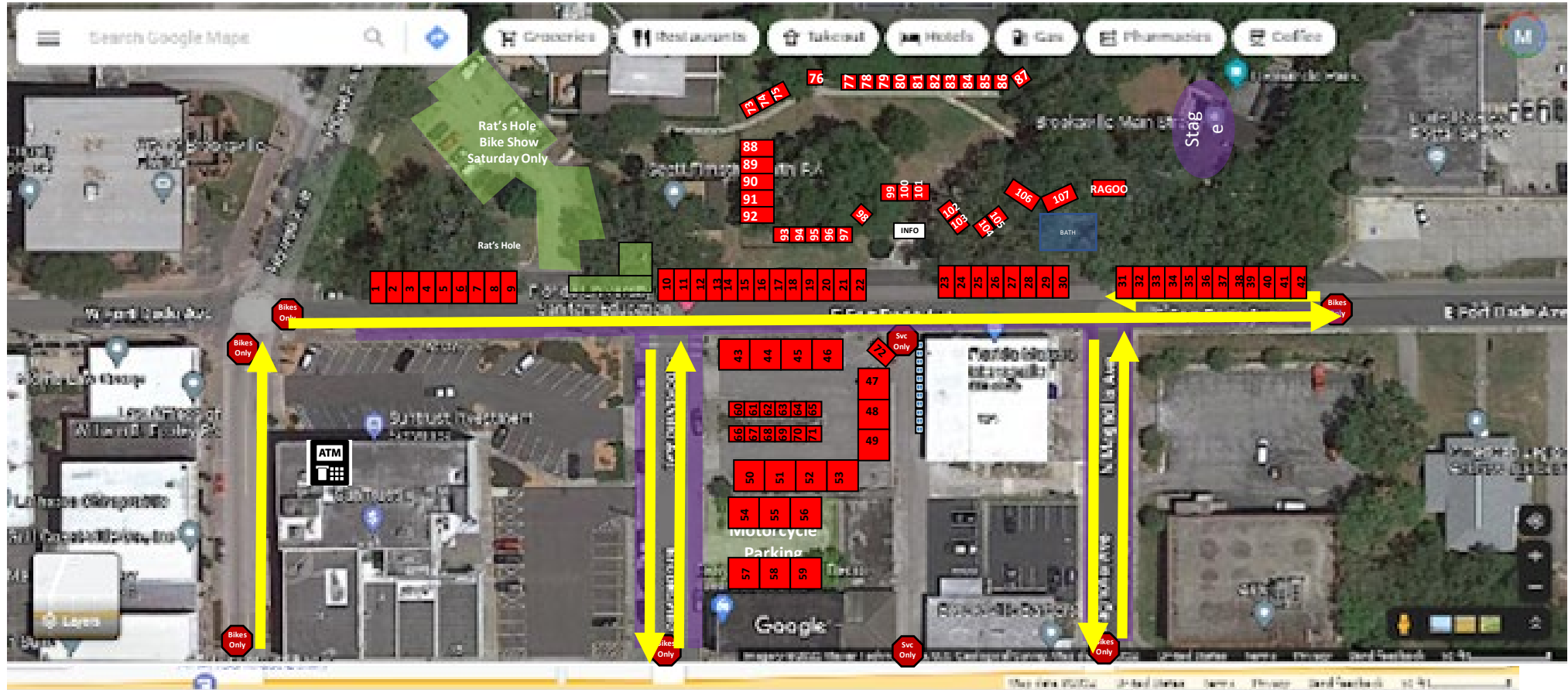
Downtown Brooksville, FL



“Florida Nature Coast Bike Fest”

Vendor Spaces

Hernando Park, Fort Dade Avenue, Truist Bank Secondary Lot



Vendor Spaces Outside Hernando Park

10'W x 10'D 13 10'W x 20'D 33 20'W x 20'D 17

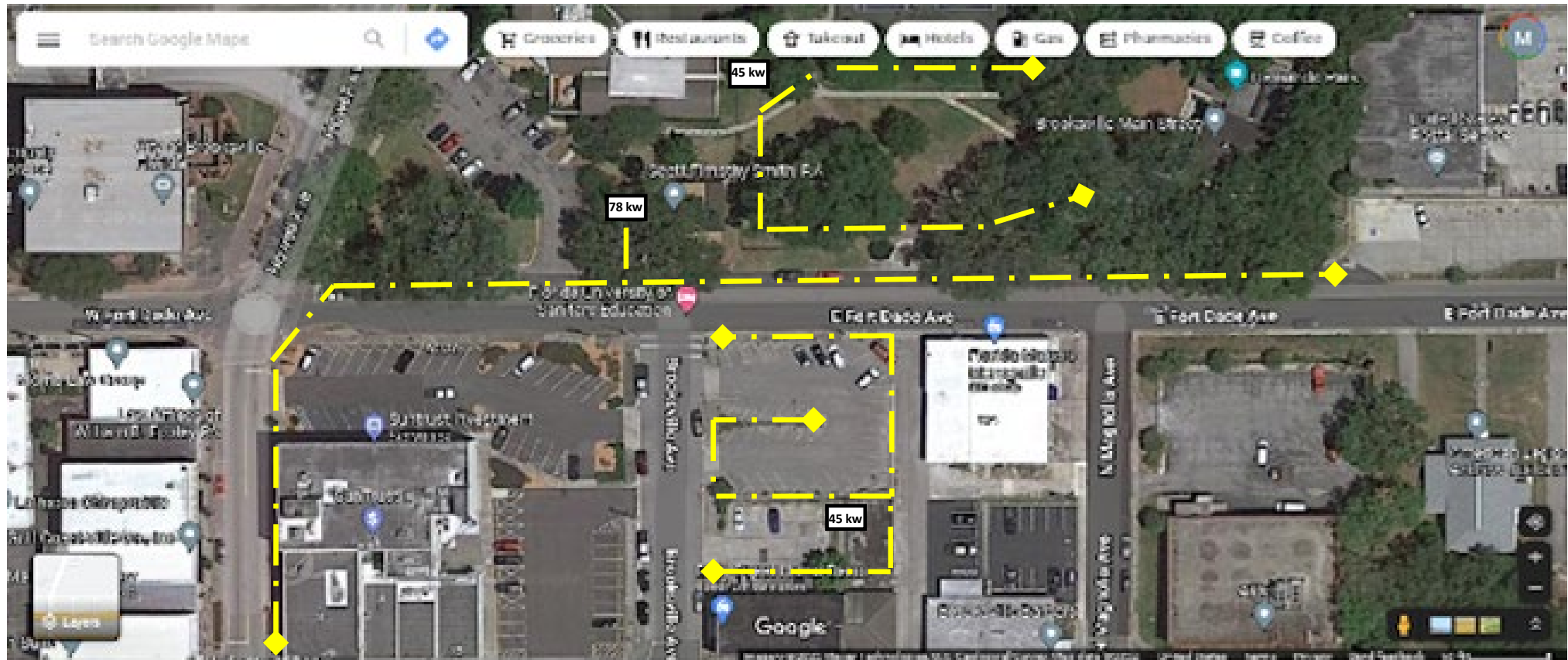
Vendor Spaces Inside Hernando Park

10'W x 10'D 28 10'W x 20'D 7

“Florida Nature Coast Bike Fest”

Power Generation

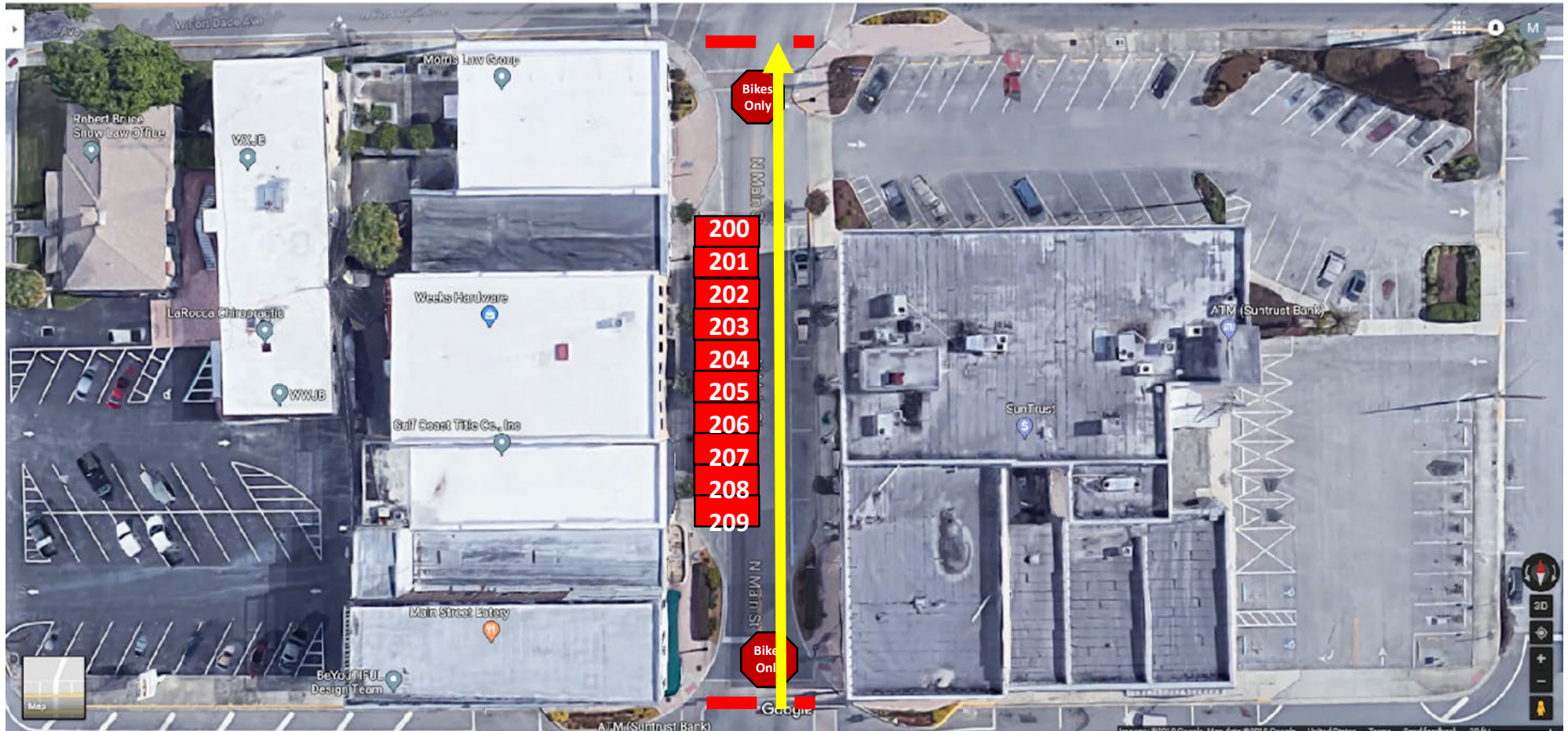
Hernando Park, Fort Dade Avenue, Main Street, Truist Bank Secondary Lot




“Florida Nature Coast Bike Fest”

Vendor Spaces

Main Street from Fort Dade Avenue to Jefferson Street



Vendor Spaces (105' x 19')

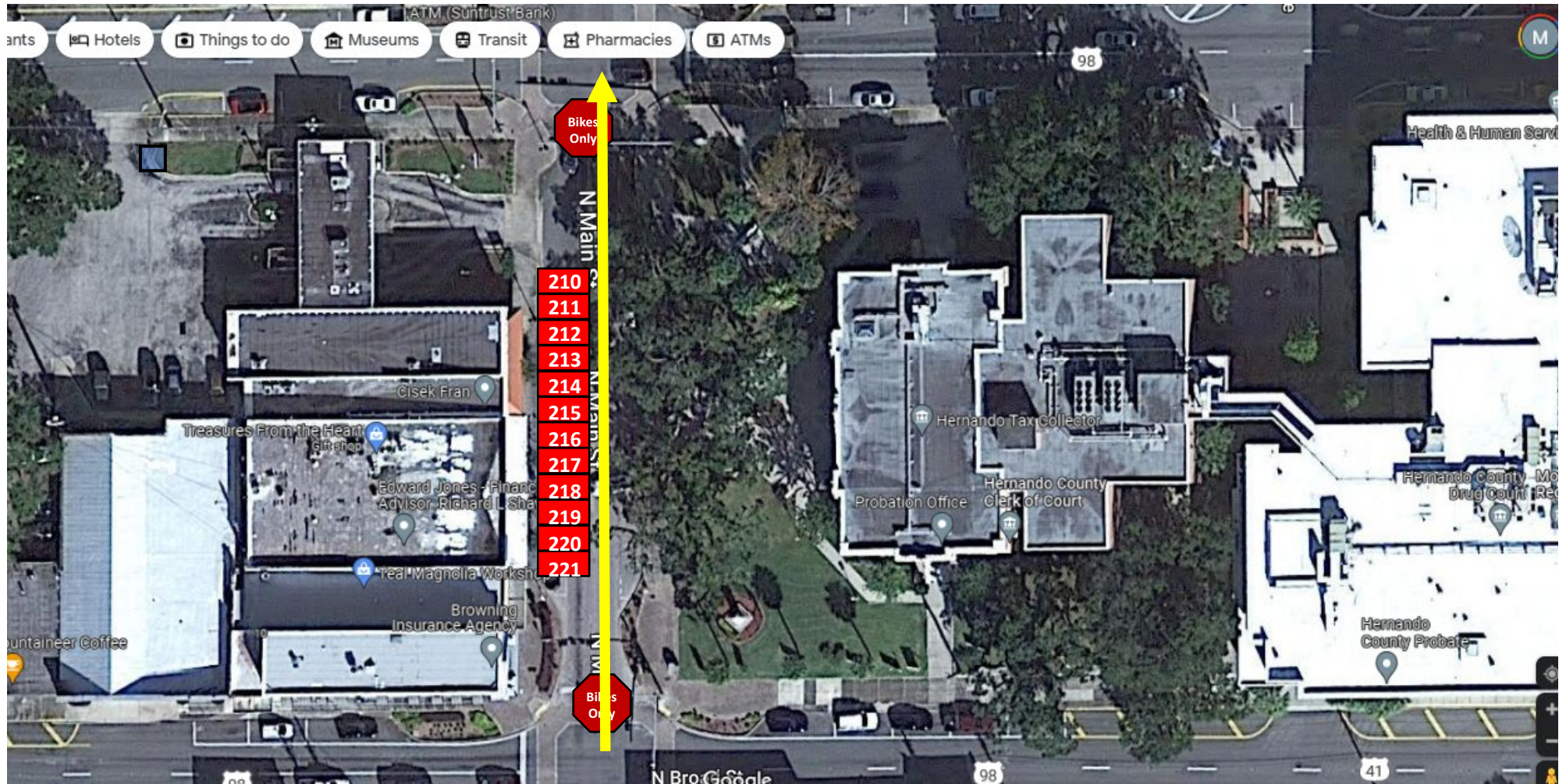
10'W x 19'D 

10

“Florida Nature Coast Bike Fest”

Vendor Spaces

Main Street from Jefferson Street to Broad Street



Vendor Spaces (120' x 19')

10'W x 20'D

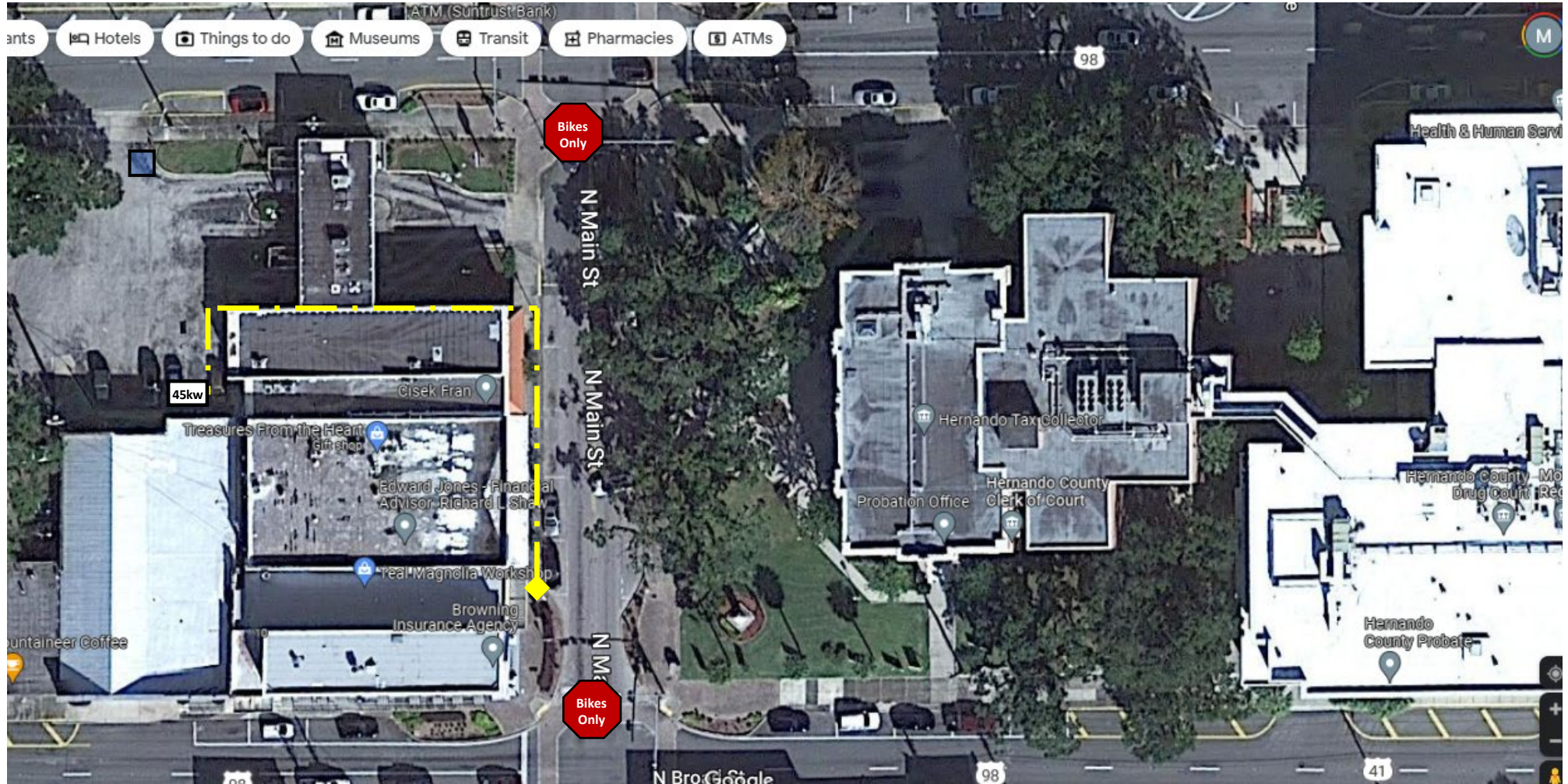
12



“Florida Nature Coast Bike Fest”

Power Generation

Main Street from Jefferson Street to Broad Street



Vendor Spaces

10'W x 20'D



12

"Florida Nature Coast Bike Fest"

Vendor Spaces

South Brooksville Avenue from Broad Street to Liberty Street



Vendor Spaces 125' x 21'; 128' x 60')

10'W x 20'D



36

“Florida Nature Coast Bike Fest”

Power Generation

South Brooksville Avenue from Broad Street to Liberty Street



Vendor Spaces

10'W x 20'D

20

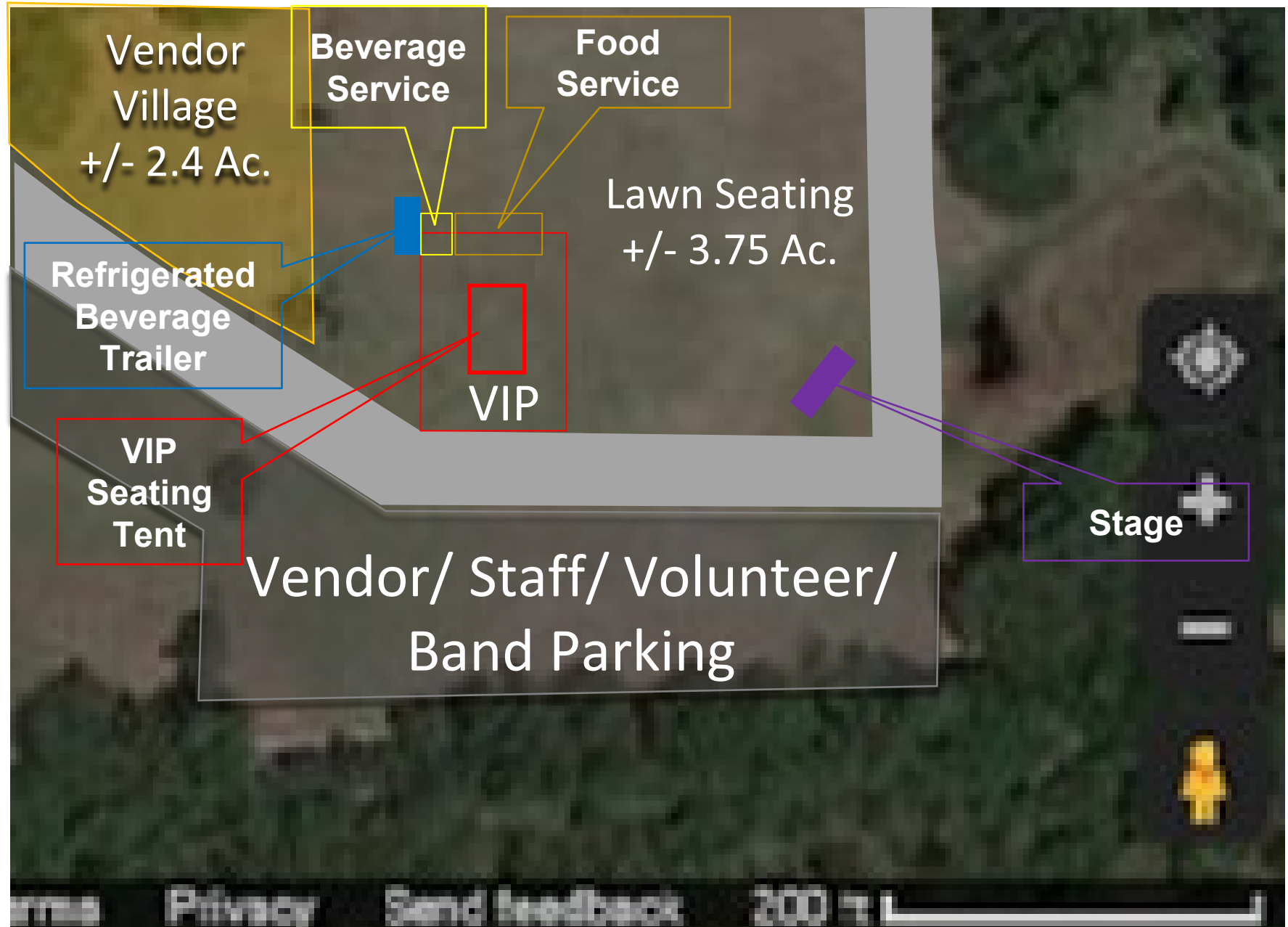
“Florida Nature Coast Bike Fest”

Whitehead Farms
7136 Cedar Lane, Brooksville, FL 34601



“Florida Nature Coast Bike Fest”

Whitehead Farms
7136 Cedar Lane, Brooksville, FL 34601



Planning and Meeting Schedule

Florida's Adventure Coast, 205 E Ft Dade Ave, Brooksville 34601

November 8, 2023

3:00 pm - Planning and partner/sponsor meeting.

6:00 pm – Board of Directors regular business meeting.

December 13, 2023

3:00 pm - Planning and partner/sponsor meeting.

6:00 pm – Board of Directors regular business meeting.

January 10, 2023

3:00 pm - Planning and partner/sponsor meeting.

6:00 pm – Board of Directors regular business meeting.

February 7, 2023

3:00 pm – Final coordination meeting.

6:00 pm – Board of Directors regular business meeting.

March 7, 2023

3:00 pm – Final coordination meeting.

6:00 pm – Board of Directors regular business meeting.

Contact Info

252-915-7012

Info@FloridaNatureCoastBikeFest.org

Robert Steele - President

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Carmine Colalucci – Vice President

Ragoo@FloridaNatureCoastBikeFest.org

Roberta Oldread - Secretary

Roberta@FloridaNatureCoastBikeFest.org

Eddy Faler – Public Relations

Eddy@FloridaNatureCoastBikeFest.org

Brian Holt – Vendor Manager

brianholt@officialgearpromotions.com

Ted Smith – Rat's Hole Bike Show

coolplaque@windstream.net

Mike DeFelice – Treasurer

Mike@FloridaNatureCoastBikeFest.org