

Foo Foo Application 2018

Pensacola Civic Band

Request: \$19,700

Scoring:

Judge 1: 81

Judge 2: 92

Judge 3: 90

Judge 4: 91

Judge 5: 79

Total: 433

Average Score: 86.6

Foo Foo Mega Grant Application

Name of Organization	Pensacola Civic Band, Inc.
Organization Location	Performing Arts Department, Pensacola State College 1000 College Blvd., Pensacola, FL 32504
Contact Name	Don Snowden
Contact Phone Number	850-484-1802
Contact E-mail Address	dsnowden@pensacolastate.edu
Name of Existing/Proposed Event	"Sketches of Spain" featuring Doc Severinsen with the Pensacola Civic Band
Date(s) of Existing/Proposed Event	Saturday, November 10, 2018
Website (if any)	www.pensacolacivicband.org
Funding Amount Requested	\$19700

Please provide an overview for your vision and marketing plan to promote your event

Vision:

The Pensacola Civic Band will present “Sketches of Spain” on November 10th at the Saenger Theater. Our concert program will feature a wide range of music with a “Spanish flair” in recognition of Pensacola’s Spanish heritage.

The Civic Band has invited Doc Severinsen, as the featured soloist for the concert. He will be performing “La Virgin de la Macarena” with the band. Heeeeere’s Johnny!” That lead-in, followed by a big band trumpet blast, was the landmark of late night television for three decades. The ‘Johnny’ was Johnny Carson, the announcer was Ed McMahon and the bandleader was Doc Severinsen.

Within a week of the final telecast of The Tonight Show, Doc Severinsen and His Big Band were on the road, and to this day, audiences across America love and respect Doc and his big band, not just because he shared their living room with them for so many years, but because of Doc’s love of the Big Band repertoire. His musicianship keeps this iconic American music fresh to this day.

Cathy Leach, Professor of Trumpet at the University of Tennessee, will join Doc Severinsen in the evening’s performance. They will be featured in a duo with the Civic Band.

On Friday, November 9th, PCB will host a training clinic for Middle School, High School and College students on the campus of Pensacola State College. Doc Severinsen and Cathy Leach will present the training clinic which will attract student musicians and their parents from around the tri-state area.

Doc Severinsen’s national and international reputation will attract local, regional and national visitors that are seeking to “Vacation Artfully:” in Pensacola and demonstrate the excellence of the varied cultural offerings available in the Pensacola community.

Marketing Plan:

The Pensacola Civic Band will utilize a combination of free publicity and promotion with grass-roots awareness-building from our 100 members for the concert and clinic. PCB will promote the event through our Facebook page, website, press releases and printed posters placed throughout the area. Concert information will be sent to area band directors, Friends of the Civic Band members and a data base of recent concert attendees. The concert will also be promoted to Ticketmaster subscribers throughout the area.

Grant funds will enable the band to build an audience throughout the Pensacola area media market by advertising in the print and broadcast media that reaches from Fort Walton Beach to Mobile, AL

Any Additional Information (or to extend the previous question) - Optional	
Budget Requirements	https://acepensacola.org/wp-content/uploads/ninja-forms/4/ACE-Festival-Grant-Budget-2018-Proposed.doc
Certification: Type your Name	Don Snowden

**PENSACOLA CIVIC BAND
FOO FOO FESTIVAL GRANT BUDGET
November 2018**

FOO FOO GRANT ALLOTMENT **\$19,700**

ALLOTTED GRANT EXPENDITURES

Guest artist Fees \$10,000

Guest Artist Lodging, meals and travel \$ 3,000

Advertising \$ 6,700

TV Ads - \$5,000 - TV commercial to be produced and displayed on local TV network and additional digital advertisement for online videos. (ie, 15 sec ad before YouTube clip or news clip) Specified time slots to run the ads will be determined by PCB and TV station during the contract process.

Radio Ads - \$500 - Radio spots on local FM and AM stations such as Cat Country 98.7FM, 1620AM NewsRadio, and WUWF 88.1FM. Frequency of spots will be determined by PCB and radio station during contract process.

Print Ads - \$500 - Print ads include newspaper, magazine, posters, or flyers.

Facebook Ads - \$300 - Due to the increase in the use in social media for communication, planning, news, and entertainment, it goes without saying that advertising on these platforms is a must. These ads will be designed by PCB and released through the Facebook social media platform. Frequency and audience to be determined by PCB board members.

SEO/Adwords - \$400 - This budget will give the PCB opportunity to promote banner ads as well as PCB website for 3-4 weeks prior to the concert through Google Search Engine Optimization and Google Adwords and will work in conjunction with Facebook ads and event page as well as TV ads.

TOTAL GRANT EXPENDITURES **\$19,700.**

**PENSACOLA CIVIC BAND
FOO FOO FESTIVAL BUDGET
November 2018**

REVENUE

ACE Festival Grant	\$ 19,700
Single Ticket Sales	\$ 8,000
Program Advertising Sales	\$ 3,000
Total Revenue	\$ 30,700

EXPENSES

Facility Rental	\$ 6,000
Programs	\$ 2,000
Band Music	\$ 1,500
Guest Artist Fees	\$10,000
Guest Artist Travel, Lodging & Meals	\$ 3,000
Advertising	\$ 6,700
Recording Fee	\$ 500
Miscellaneous Expenses (Insurance)	\$ 1,000
Total Expenses	\$ 30,700