

Foo Foo Application 2018

Pensacola Symphony Orchestra

Request: \$20,000

Scoring:

Judge 1: 82

Judge 2: 93

Judge 3: 80

Judge 4: 93

Judge 5: 89

Total: 437

Average Score: 87.4

Foo Foo Mega Grant Application

Name of Organization	Greater Pensacola Symphony Orchestra, Inc.
Organization Location	205 E Zaragoza St.; Pensacola, FL 32502
Contact Name	Jessica Hyche
Contact Phone Number	850-435-2533
Contact E-mail Address	jhyche@pensacolasymphony.com
Name of Existing/Proposed Event	See the Music, Hear the Dance
Date(s) of Existing/Proposed Event	11/6/2018
Website (if any)	
Funding Amount Requested	20000.00

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

The Pensacola Symphony Orchestra (PSO) respectfully requests \$20,000 to support See the Music, Hear the Dance, a performance to take place on Tuesday, November 6, 2018 as part of the 2018 Foo Foo Festival.

For the first time in seven years, the PSO will collaborate with Ballet Pensacola, presenting a unique Foo Foo Festival experience combining elements of dance and live instrumental music. Held in the intimate setting of the Pensacola Cultural Center downtown, this chamber music performance will encourage a diverse audience of festival attendees interested in the marriage of classical and contemporary music and dance to extend their stay past Foo Foo's opening weekend.

This vibrant performance will be conducted by PSO's Music Director Peter Rubardt and feature original choreography from Ballet Pensacola's Artistic Director Richard Steinert and Ballet Mistress Christine Duhon, highlighting the talents of two of Pensacola's leading performing arts organizations. The program features Ballet Pensacola's dancers performing to live music by a septet of PSO musicians. The performance includes two landmark Impressionist works from renowned French composers: Introduction and Allegro by Maurice Ravel and Sonata for Flute, Viola, and Harp by Claude Debussy. In addition, the concert will include Michael Senturia's work Golden Fish Under the Arched Bridge, which was inspired by Ravel's Introduction and Allegro, and carries the French tradition forward. Not only will guests experience the beauty of ballet set to live music, they will also have the rare opportunity to meet living composer Michael Senturia. Senturia will introduce the program and give guests a glimpse into his inspiration when composing his work Golden Fish Under the Arched Bridge. Senturia will also be accompanied by Steinert and Rubardt, giving the audience the rare opportunity to learn firsthand about the motivation of the program's composer, choreographer, and conductor. A final, unique element to this performance is that PSO's musicians will be featured onstage alongside Ballet Pensacola's dancers. The expressive elements of this program will achieve a beautiful integration of music and dance.

<p>Any Additional Information (or to extend the previous question) - Optional</p>	<p>Festival attendees who purchase an Encore Package for \$50 will have reserved seating and also be invited for further discussion with cocktails and hors d'oeuvres following the performance. All other seats will be general admission for \$20. Funds from the Foo Foo Festival will be used to pay for performance fees, production fees, theatre rental fees, and marketing costs. Success for the event will be measured qualitatively through attendance numbers. Successful artistic achievement, event management, and patron experience will be measured through electronic surveys after the event. PSO staff is well-positioned with artistic and administrative staff and volunteers to execute the demands of this event and to complete the reporting requirements of the Foo Foo Festival.</p> <p>Marketing for this event will include print ads in the Pensacola News Journal, Independent News, and Pensacola Magazine. Online promotion will be deployed via email, web videos, targeted ads and boosted posts to PSO's website, blog, Facebook, Instagram, Twitter, and YouTube pages targeting residents within a 250-mile radius of Pensacola. Additional tactics will include a public radio segment featuring Music Director Peter Rubardt. A direct mail campaign targeting PSO's season ticket holders and single ticket purchasers from the past three years, which include a growing number of snow birds, will be sent to households within a 50-mile radius of Pensacola.</p>
<p>Budget Requirements</p>	<p>https://acepensacola.org/wp-content/uploads/ninja-forms/4/2018-Mega-Budget.pdf</p>
<p>Certification: Type your Name</p>	<p>Jessica Hyché</p>

Pensacola Symphony Orchestra
ACE Foo Foo Festival
Mega Grant Budget
November 6, 2018

Revenue

ACE Festival Mega Grant	\$20,000
Single Ticket Revenue	\$4,000
Total Revenue	\$24,000

Expenses

Artistic Fees	
Guest Composer Fee & Travel	\$1,500
Ballet Pensacola Artistic & Professional Fee	\$4,000
PSO Musician Performance & Travel Fees	\$5,388
Music Purchase/Rental	\$335
PSO Production Fees	\$1,150
Theatre Rental	\$3,628
Theatre Production Fees	\$3,000
Encore Reception Expenses	\$1,500
Advertising/Design/Printing	\$3,500
Total Expenses	\$24,000

Net Income (Loss) **\$0**
