

Foo Foo Application 2018

UWF/PMA

Request: \$97,120

Scoring:

Judge 1: 86

Judge 2: 96

Judge 3: 95

Judge 4: NA

Judge 5: 87

Total: 364

Average Score: 91

Foo Foo Mega Grant Application

Name of Organization	University of West Florida Historic Trust, UWF Pensacola Museum of Art
Organization Location	407 South Jefferson Street Pensacola, FL 32502
Contact Name	Amy Bowman-McElhone
Contact Phone Number	7247994724
Contact E-mail Address	abowman@uwf.edu
Name of Existing/Proposed Event	CUBED Luminous: Outdoor Digital Art Festival
Date(s) of Existing/Proposed Event	11/8/2018 - 11/11/2018
Website (if any)	http://cubedgulfcoast.com/
Funding Amount Requested	\$97,120.38

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

CUBED Luminous is a 4 day and night outdoor digital art festival consisting of a 12ft x 18ft LED cube and 16 laser projectors projecting on four 8ft x 8ft cubes located at UWF Historic Trust's Museum Plaza in downtown Pensacola on the closing weekend of Foo Foo Fest, November 8 through November 11, 2018.

CUBED Luminous will partner with the UWF Historic Trust and the UWF Pensacola Museum of Art and will feature a diverse selection of digital and projection art from a combination of both invited and juried (open call) artists. This visually dynamic public art project will activate and illuminate the urbanscape of Pensacola and offer myriad opportunities for our community and visitors to enjoy the city and the dynamic visuality of both emerging and established artists alike.

During the day visitors will be able to observe digital art works on the LED cube and paint on a temporary wall and small cubes with luminescent black light paint in a community black light zone, enticing festival goers to not only return at night to see the artist projections but to also see their own illuminated art become part of the festival.

In the evenings the festival will be in full visual engagement with the artist cubes illuminated by the projectors, the video and art content on the elevated LED cube tower and black light community zone. To compliment the visual digital experience the festival will also feature music with a mix of DJ sets and live music performances from local and regional bands. A live video stream of these performances can be seen on Facebook, as well as the LED cube tower. Attendees will also be able to pick up a CUBED Luminous laser cut paper map and artist guide that can be drawn on and folded into a cube sculpture for them to take as a commemorative souvenir.

To round out the festival, a Makers City Marketplace will also be located at Museum Plaza during both the day and evenings of the festival. The Marketplace will host a curated selection of artisans and designers of craft and vintage objects organized in collaboration with Bare Hand Artist Collective. It will offer an inclusive, entertaining, and educational experience that seeks to engage both local and tourist audiences of all ages. Food trucks will be parked along Church Street during the evenings next to the Marketplace area as well.

<p>Any Additional Information (or to extend the previous question) - Optional</p>	<p>CUBED: Luminous operations, volunteers and staffing would include PMA staff and interns, Barehand Collective members, and O’Keeley Media staff. This project aligns with the UWF Historic Trust and Pensacola Museum of Art’s core programs and both organizations have the capacity to successfully execute this event. Additionally, the success of last year’s iteration, CUBED 2017, further demonstrates our ability to stage and implement a festival of this scale. The expected outcomes are to encourage and expose the attendees to unordinary and extraordinary art and artful experiences using world-class digital media technologies to position CUBED: Luminous, Foo Foo Festival and Pensacola as modern and engaging experiences. This project aligns with the PMA’s curatorial and pedagogical mission as an institution that engages with fine art practices, trans-disciplinary arts education, as well as inclusive community engagement in part with University of West Florida. Our grant request includes \$10,000 for marketing and advertising that will create awareness regionally, nationally and in key visitor feeder markets, with the end goal of driving the highest possible attendance throughout the festival during both daylight and evening hours. The budget includes updating the CUBED landing page (created in 2017) with new event details; a media release distributed locally and to news media in the top 12 visitor origin markets identified by Visit Pensacola; media pitches to regional and state art and culture publications; a social media marketing campaign leveraging primarily Facebook and Instagram as well as Twitter updates; social contests; online community and media event postings; Facebook Live events; a Facebook advertising campaign that geotargets the same feeder markets and targets people most likely to seek out and attend events such as CUBED; creating opportunities for media interviews with the CUBED creators; and aggressive social audience engagement-building. We believe the marketing of this project will have a continued positive impact on tourism, and the marketing and promotion will specifically target the cultural traveler who is so valuable to the area’s economy.</p>
<p>Budget Requirements</p>	<p>https://acepensacola.org/wp-content/uploads/ninja-forms/4/Cubed-budget-2018-FINAL-Apr-27.xlsx</p>
<p>Certification: Type your Name</p>	<p>Amy Bowman-McElhone</p>

CUBED BUDGET 2018	COST	NOTES
Marketing and Promotion		
Ideaworks	\$ 10,000.00	News releases, website updates, social media content/ads, media tracking, targeted feeder markets
O'Keeley Media	\$ 14,795.00	LED/Projection/Video Design & Management, live video feed, video streaming, interviews, videos photos for social/advertising
Banner at Garden and Palafox	\$ 333.00	30'x4' banner at Palafox and Garden St.
Banners for the tops of the cubes, projection covers, advertsing	\$ 1,000.00	4 8'x8' sponsor/presenting banners to go on top of the cubes
Waterboyz- screen printing for merch	\$ 1,000.00	screen printing on shirts and hoodies
Equipment and supplies		
Hardie board (16 4'x8' sheets)	\$ 543.20	Hardie at 33.95 a sheet from Building Supply Center
Paint supplies (brushes, backdrop, drop cloths)	\$ 1,000.00	Primer, drop cloth/brushes/buckets, water
Sound system, lighting, black light area	\$ 5,000.00	Stage lighting, PA rental, sound engineer each night, black lights, black light paints, truss system
LED cube	\$ 42,000.00	LED screens, transportation, set up, on site tech management
Scissor Lift Rental (2)	\$ 1,050.00	Total Wed-Wed weekly rate with delivery, fees, and tax incl.
Generator to power the LED cube	\$ 3,000.00	One week rental
16 Laser projectors	\$14299.18	16 7,000 Lumens Laser Projectors, 8 screens for internal projections.
Music and Vendors		

Live Music Fri & Sat nights	\$ 1,200.00	3 bands Friday (\$600),3 bands Saturday (\$600)
DJ sets on Thursday and Sunday nights	\$ 1,000.00	DJ set Thursday (\$500), DJ set Sunday (\$500)
Permits and Fees	\$ 400.00	
Bare Hand Collective	\$ 500.00	Laser cut interactive maps to guide the viewer through the installation, vendor management
TOTAL GRANT REQUEST:	\$ 97,120.38	
Required Sponsorships (15% of total budget) & In kind donations (25% of the 15%):	\$ 14,568.06	Breakdown- \$10,926.04 in Sponsorships and \$3, 642.02 in kind donations