

Foo Foo Fest Grant Application

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Name of Organization

Gulf Coast Quilt Trail and Pensacola Quilters Guild

Organization Location

1024 Patriot Place Pensacola, FL 32534

Contact Name

Heather Huelsbeck Ensley

Contact Phone Number

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Name of Existing/Proposed Event

Gulf Coast Quilt Trail

Date(s) of Existing/Proposed Event

11/4/2021

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1**Event Date**

11/15/2021

Website (If any)

<https://gulfcoastquilttrail.wordpress.com/>

Funding Amount Requested

\$10,000.00

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

Paintings of quilt squares are popping up around the country.

But they're more than just a folksy attempt to beautify the landscape. These are the engines of a public art movement that promotes tourism and has sparked economic development across America.

Quilt Trails have become the largest grassroots public arts movement in our nation's history.

The movement was started by Donna Sue Groves in Adams County, Ohio in 2001 when she painted a series of Quilt Blocks and hung them on barns. The first Quilt Trail in Florida started in Central Florida at Trenton in 2013. There are now more than 8,000 painted Quilt Blocks in all 50 states hanging on barns, homes, fences and businesses.

The size of each painted block/square varies from a 2' X 2' to 4'x4' to 8'x8' and some even larger. The Gulf Coast Quilt Trail will link with the Florida Quilt Trail and other Quilt Trails throughout the country. Currently in Escambia County and the surrounding area there are no documented painted Quilt Blocks. We want to change that.

The Ohio Arts Council did a study of the Quilt Trails in 2008 and their research found that Quilt Trails bring tourists to rural areas and other parts of the community that may not get much traffic. Quilt Trails encourage travelers to take alternate routes. Quilt Trails encourage locals to go on a Sunday afternoon drive to look for the Quilt Blocks in their surrounding community.

In 2019, as a Friend of Foo, we debuted a temporary pop-up walkable Quilt Trail during the Great

Gulfcoast Arts Festival. We collaborated with Winterfest and hung 17 painted quilt blocks in their parking lots around Seville Square. Also in 2019 we collaborated with Maker Faire Pensacola. We hung painted Quilt Blocks around Museum Plaza and inside all of the buildings that they were using. We created a scavenger hunt game for kids to win prizes by taking a selfie with each Quilt Block that they found.

VISION

By November 4, 2021 we are proposing to have 30 Quilt Blocks painted and installed around Escambia County. A detailed informative map of the Quilt Trail will be created and made available in print and electronic versions during Foo Foo Festival and year round. Community wide painting events before, during, and after Foo Foo Festival will be marketed to draw attention to the Quilt Trail. We will have a live Quilt Block painting demonstration by Louisiana artist Kim Zabbia during the Greater Gulf Coast Arts Festival in the Heritage Arts section.

We will host several painting events where locals can pay to paint their own Quilt Blocks for their home or business. They will pay a fee that covers instruction, all painting supplies, and installation of their Quilt Block. Or they can purchase commissioned quilt blocks if they do not want to be a part of the painting process. Painting events will occur at a private facility, Marker's Loft, and will follow all current CDC guidelines for COVID-19 precautions. We plan to have 6 or more painting sessions of 4 to 6 hours to allow for adequate spacing. A typical 2'x2' Quilt Block can be painted in 4 hours.

On review of other Quilt Trails and their pricing guidelines, a 2X2 square is \$50, a 4x4 square is \$125 and an 8x8 square is \$250 for the painting of a Quilt Block and it's installation. These prices are affordable for most people and businesses and will generate income for the project and be the matching dollars component for our grant.

We will collaborate with professionals, like a carpenter, and businesses, like a tree service company that has a bucket truck, for help with the installation of the Quilt Blocks. By working with professionals this will insure that the Quilt Blocks are installed properly and will last for years through all types of weather. Quilt Blocks installed by Gulf Coast Quilt Trail and listed on the official Trail Map will have participants sign an agreement to indemnify and hold harmless the Gulf Coast Quilt Trail and the Pensacola Quilt Guild for and against any and all claims, liabilities, losses and causes of action related to the hanging of a Quilt Block. We will also purchase an insurance rider as well.

Other key local collaborations would involve the 4-H club, the Extension Office of Escambia county, and students in middle and high school chapters of FFA Future Farmers of America (Beulah Middle School, Beulah Academy of Science, Ransom Middle School, Ernest Ward Middle School, Northview High School, and Tate High School). Working with these groups ensures that we reach out to rural areas and are not confined to just the city limits or downtown area.

MARKETING

The marketing and promotion of a Quilt Trail encourages the traveler demographic to stop and enjoy public art. A Quilt Trail instills pride in the community. People will keep up the area around their painted Quilt Blocks. Not everyone can quilt or sew, but anyone can paint a Quilt Block. It allows for people of all ages to be a part of the public art process.

We will first tap into the marketing provided by Foo Foo Festival to reach out to their diverse following. We will have a targeted email campaign and a targeted direct mail campaign to thousands of quilters in quilt guilds in the 5 state area. There are 136 quilt guilds in Florida, 45 guilds in Alabama, 24 guilds in Mississippi, 34 guilds in Louisiana and 93 guilds in Georgia. We will mail Quilt Trail Maps to all those guilds to distribute to their membership.

Part of the marketing will come from printed maps of the Quilt Trail. These maps will be distributed not only to quilt guilds but also at the Great Gulfcoast Arts Festival, the Florida Welcome Station on I-10, and other

points of visitor information like RV parks and hotels.

Part of the programming and marketing would involve inviting Kim Zabbia, an artist that designed unique quilt blocks for the Northshore Quilt Trail in Louisiana. Mrs. Zabbia will do live painting demonstrations during the Great Gulfcoast Arts Festival in the Heritage Arts Section. This will provide social media content as well as content to release to local media sources. In 2014 Mrs. Zabbia had a retrospective of her 20+ year art career at the Pensacola Museum of Art. She will design a special Quilt Block for the Gulf Coast Quilt Trail during GGAF. That Quilt Block will hang at A and E Fabrics, which is a local quilt shop that has been in business for over 50 years in Pensacola.

Most of the marketing will come from promoting the website for the Gulf Coast Quilt Trail. We will buy targeted ads through social media channels like Facebook and Instagram to drive traffic to the Trail website and Foo Foo Festival website. We will collaborate with Visit Pensacola and add the Quilt Blocks to their website's existing interactive map. We will collaborate with BarnQuiltInfo.com to add the Gulf Coast Quilt Trail to their national map.

Press releases will be utilized for traditional media sources like WEAR-TV and the Pensacola News Journal. We will utilize local traditional media to market to local individuals that would be interested in painting their own Quilt Block and adding it to their home or business to be on the Quilt Trail map.

The Pensacola Quilters Guild has over 180 members and has a volunteer based infrastructure that will pull together all of the aspects of the Quilt Trail. Pensacola Quilt Guild members bring a variety of skills to this project. The Pensacola Quilters Guild puts on a biennial Quilt Show as an all volunteer run event. In addition the Pensacola Quilters Guild is non-profit 501(c)(3) organization and can administer the grant monies and comply with all financial accounting as they have been good stewards of public monies in the past.

The major part of the Quilt Trail is COVID-19 friendly as people are encouraged to drive in their car to travel the Quilt Trail. As for the painting events, we would abide by COVID-19 guidelines as they present themselves in November 2021.

We believe the marketing of a Quilt Trail will have a year round positive impact on tourism and not just during Foo Foo Festival. Tourism is the key component to Quilt Trails. It encourages travelers of all ages and demographics to make those little stops along their journey and enjoy art.

Budget Requirements - Grant may not cover more than 85% of program budget. Budget amendments must be approved in advance. Please upload your budget and ANY other supporting documents.

2021 Budget Foo Foo Festival Proposal.pdf

Certification: Sign your name - By signing my name here, I certify that I have read and agree that all statements contained herein, and in the application submission, are true and complete to the best of my knowledge, and I agree to the terms of this grant program as outlined in the guidelines. I also certify that submission of this funding proposal is authorized by the applicant organization's Board of Directors.


