

Foo Foo Fest Grant Application

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Name of Organization

Legal Services of North Florida

Organization Location

1741 N Palafox St, Pensacola, FL 32501

Contact Name

Brian Stewart

Contact Phone Number

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Name of Existing/Proposed Event

Jazz for Justice

Date(s) of Existing/Proposed Event

11/14/2021

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

Website (If any)

<https://jazz.lsnf.org>

Funding Amount Requested

\$15,000.00

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

In its fifth year with Foo Foo Festival (FFF), Jazz for Justice (JFJ) plans to expand its cultural and music offerings by bringing well-known musicians and local artists together for a unique jazz and blues festival in downtown Pensacola. Legal Services of North Florida (LSNF), partnering with Seville Quarter, will put on the event festival goers come to expect to bookend a successful Foo Foo Festival. Hosting our event at an iconic venue that's recognizable and visible from the street makes it a compelling addition to the line-up. It also provides an opportunity for out-of-town visitors to stay one more night into Monday.

LSNF has demonstrated an ability to secure and market nationally recognized musicians in previous years, including securing national recording artist Eric Lindell to headline in 2018, Rebirth Brass Band in 2019, and Flow Tribe in 2020 when WUWF hosted a virtual concert to keep the tradition alive. Our commitment to Foo Foo Festival is strong in our effort to be a part of the community we serve.

These major acts attract out-of-town visitors to Pensacola and add to FFF's extended appeal. We are in current negotiations with several bands for 2021. With festivals and concerts opening back up, the bands are just as excited to hit the road as the fans are to attend the shows. As these bands set their tour dates, we anticipate finalizing our headliner and other artists over the next three months. The larger artists are within our budget and are available but simply will not confirm a date prior to the submission deadline for Foo Foo Fest.

We have communicated with some very well-known, respected, and exciting performers who will be a major draw and the perfect ending to Foo Foo Fest. If our grant application is approved, we will use those funds to secure the major headlining act. Once those names are selected, we will update the committee. Knowing this lineup is subject to change we would like to offer the names of a few of the artists we're in discussions with and, with our grant approval, who we would likely secure for the Jazz for Justice lineup. Headliner Examples: Ben Harper, Preservation Hall Jazz Band or Soul Rebels

Supported by artists such as: Kermit Ruffins, George Porter, or Tuba Skinny

Locally supported by: Whiskey & Water, Belmont Youth, our winner or winners of the battle of the bands, and other local acts depending on schedule and budget.

LSNF will expand our media partnerships across the Panhandle to attract a diverse group of individuals and families to downtown Pensacola for JFJ. LSNF has deep ties to the legal community and our work on hurricane relief efforts throughout the Panhandle has brought additional recognition. Our marketing plan maximizes our partnerships with other communities throughout our 16-county service area. We also collaborate with other legal aid programs and law firms from throughout the Southeast. We will focus social, paid, and free media campaigns to reach FFF's target demographic audience and entice music and art fans from throughout the Southeast to join us. We will leverage any grant dollars received to secure artists, musical acts, and in-kind sponsorships with traditional media outlets (TV, radio, and print outlets) to align with FFF's marketing strategies and existing media partnerships.

Our 2021 marketing plan taps into our artists' social media networks and followers. This ensures we'll be able to connect to people who will circle the dates of the festival and pick Pensacola as their vacation destination. Once here, we are also stepping it up a notch with the concept of a party patio in the courtyard. This exclusive experience could become one of the signature "can't miss" musical events of the Foo Foo Festival. Raised a few feet above street level the patio will offer a sweeping view of the plaza along with food and drink offerings only available to our ticket holders. We are also in discussions local breweries about hosting a craft beer garden to highlight the growing local beer scene in Pensacola. Reserved seating will be made available to those who are interested in a premium seating option. At the heart of the event we will continue to make the main courtyard available and open to the public at no charge. Donations to LSNF will be accepted.

This year we plan to introduce an art festival type atmosphere in the courtyard at Seville Quarter. From photo booths to sketch artists we hope to make the event more than just great jazz music, but also a celebration of the Pensacola art community.

We're also helping build momentum leading up to Foo Foo Fest by hosting our battle of the bands at other local venues in town. Perfect Plain has agreed to host at least one concert featuring local talent. After the votes are counted a winner will be crowned and awarded a set during Jazz for Justice.

LSNF's solid 46-year history is a result of strong executive leadership and diverse financial sources. We know how to measure success and justify return on investment by committing organizational resources to reach our goals. We have amazing local, state and national partners who invest in LSNF because of our ability to collaborate with others and meet the needs of our community. LSNF was recognized by the United Way of West Florida as its Partner Agency of the Year in 2015 and 2017.

Our LSNF staff, attorneys, board of directors and host committee is committed to a long-range vision to grow JFJ in Pensacola. By developing our VIP concept, negotiating with bigger acts, and by keeping the art, music, and the community at the heart of what we do we are excited about being a reliable and successful staple of the festival. Each year, our organization commits more than 30 staff members and volunteers to assist with delivering JFJ. We will hold a networking reception to kick off Jazz for Justice 2021 at IHMC in downtown Pensacola. This networking event was successfully launched in 2018 by current supporter and former LSNF board member Julie Sheppard and allows us to market the event and gain sponsorships.

We are also working closely to connect and make relationships with local Jazz societies, including Jazz Pensacola. With the help of a local legend, Dr. Norm Vickers, we are working to connect with different organizations from Mobile to Panama City in an effort to attract even more regional interest and travel. In the event of inclement weather, we have a backup plan to move inside Seville at a limited capacity. We could also make the event available via live stream for the participating performers who agree. Similarly, in the instance of a COVID-19 related shutdown we could shift to a locally produced virtual showcase with our acts. This model was successful last year but we are hopeful that won't be the case in 2021 and we can, once again, be part of the community on the streets of downtown Pensacola.

If COVID-19 protocols are necessary, we will be prepared to host an outdoor event with hand sanitizing stations and social distancing policies in place. Everything will be in line with CDC guidelines. Our organization has already hosted two major events this year and successfully navigated the requirements of the day. We take the health and safety of our attendees seriously and want to ensure a safe event.

LSNF has had tremendous success hosting JFJ during FFF in past years, as demonstrated by our attendance and revenue increases each year. LSNF Fiscal Manager Ashley Nevels has more than 25 years of accounting experience along with 18 years of non-profit financial management experience and has demonstrated strict adherence to ACE accounting standards the past five years. Event organizer, Brian Stewart, has extensive fundraising experience with St Jude Children's Research Hospital and has recently joined the LSNF team. He also has a decade of experience in radio and event promotion. The justice issues that were born out of and through the music from just a few decades ago is the same driving force of some of the new sound coming out today. LSNF is deeply rooted in those ideals that transformed music to a movement. Anyone is welcome to attend Jazz for Justice and we'll always keep it that way. We look forward to seeing you there!

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 Jazz for Justice Budget FINAL.xlsx

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.


