

Foo Foo Fest Grant Application

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Name of Organization

Pensacola MESS Hall

Organization Location

418 E Wright St

Contact Name

Megan Pratt

Contact Phone Number

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Name of Existing/Proposed Event

Science of Strategy: Games Garden, Curiosity Day, Mystery Night

Date(s) of Existing/Proposed Event

11/6/2021

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

11/7/2021

Additional Event Date 2

Event Date

11/5/2021

Additional Event Date 3

Event Date

11/9/2021

Additional Event Date 4

Event Date

11/10/2021

Additional Event Date 5

Event Date

11/11/2021

Additional Event Date 6

Event Date

11/13/2021

Additional Event Date 7

Event Date

11/14/2021

Website (If any)

Funding Amount Requested

\$10,625.00

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

The Pensacola MESS Hall proposes to present a pop-up Games Garden and other game themed programming for Foo Foo Fest 2021. Building on our previously successful Science on the Street and Sidewalk Science Sessions, this programming will engage passersby and intentional attendees in games of chance, physics, math, and more. The activities will include portable large scale games, inspired primarily by ancient and classic games. The programming, stretching the entire length of the Festival, will include pop-up games at public venues, a games themed Curiosity Day at the MESS Hall, and a ticketed Clue-themed murder mystery event for adults.

The pop-up events will be scheduled throughout the Festival. We anticipate presenting 8 events. Most of these will be held on Palafox St or similar downtown locations. We expect to hold them during weekend days as well as to correspond to the timing of other Foo Foo events, entertaining audiences as they arrive or depart the event. At these 2 hour long pop up events, we will array approximately 10 different large scale games that participants can engage with. Some will be single player, while others will require competition or collaboration. We also will have tables with small scale board game type activities like chess or backgammon.

The Games Curiosity Day will be held at the Pensacola MESS Hall. This event will present several games different from the pop up games. These games will be facilitated by staff and volunteers who will highlight some of the underlying math and science concepts of the games. This event will be held on Veteran's Day, November 11, a federal and local school holiday.

Finally, we will collaborate with Improbable Cause Mystery Theater to present a Clue-themed murder mystery. This adults-only event will be led by the Theater's improv troop. The MESS Hall will partner with the group to incorporate hands on science and math activities for participants to solve to acquire clues. The show is tentatively scheduled for November 10, though it can be adjusted based on the dates of other Foo Foo events.

The overall event targets a mixed audience, including local families drawn to the science, local adults who stop at the pop up events while walking downtown, and tourists who attend other Foo Foo events and happen by the games. The audience for the Curiosity Day will be primarily families with elementary aged children, while the murder mystery will be adults. We will tap our current audience through social media, email, and on-site marketing. We will incorporate games into our social media marketing and share videos of participants at early pop ups to draw attendees at later events. The activities and the booth for the pop up events will be eye catching, which will help attract visitors who are walking by.

The staff and volunteers of the MESS Hall have the capability of executing this program. The exhibits and activities will be designed by staff. Construction will be done either in-house or by a local carpenter. Improbable Cause has performed similar shows in the area, and the MESS Hall has a strong relationship with their cast. Through previous grant experience, the MESS Hall has demonstrated the ability to conform to accounting requirements.

We will monitor attendance and engagement at each of the individual events. Additionally, we have a strong routine of surveying visitors and will engage these audiences in our visitor survey or other instruments designed by Foo Foo Fest. We will also monitor our website and social media for engagement.

The Pensacola MESS Hall takes the risks of Covid-19 seriously. The pop up activities will all be outdoors and can be spaced to reduce the risk of spread. The MESS Hall is opening at 418 E Wright St on June 1, 2021, and this new location will have a courtyard. If we are unable to have the Curiosity Day and murder mystery events indoors, we can host the programming in our courtyard with enhanced spacing.

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.

FooFooBudget.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.


