

Foo Foo Fest Grant Application

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Name of Organization
Pensacola Little Theatre

Organization Location
400 South Jefferson Street, Pensacola Cultural Center exterior

Contact Name
Sid Williams-Heath

Contact Phone Number
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Name of Existing/Proposed Event
If These Walls Could Talk – Projecting Art Downtown

Date(s) of Existing/Proposed Event
11/12/2021

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date
11/13/2021

Additional Event Date 2

Event Date
11/14/2021

Website (If any)

Funding Amount Requested
\$83,000.00

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

Pensacola Little Theatre (PLT) is seeking grant funding to make the biggest, safest, and most dramatic statement at Foo Foo Festival 2021 with an outdoor, COVID-friendly projection series. Partnering with the Pensacola Museum of Art and Ballet Pensacola, PLT will wow tourists and locals alike with a double-trouble projection bouncing back and forth between the PMA and PLT buildings to give audiences twice the bang for their artistic buck – with live performances, music, cocktails, and beyond to make culture come alive in Downtown Pensacola November 12 - 14.

Background

It's no secret that Foo Foo's splash has only grown over the years, but perhaps the biggest splash yet was made its very first year with the Tale of Five Flags 3D Mapping Projection on Artel Gallery. The projection work by the iconic Los Angeles-based PaintScaping has only grown, too – now including clients like Tiffany & Co., BMW, Gucci, Westin, Porsche, The Ritz-Carlton Hotel and celebrities such as Britney Spears, Rihanna, Ariana Grande, Rod Stewart, and more.

One feat PaintScaping has yet to have the opportunity to tackle: a duo-building projection, with images bouncing back and forth between neighboring buildings to create Disney-style magic – and the owners

and operators are ready to make Pensacola their premiere milestone run of the double-building extravaganza – back for round two of 3D mapping downtown.

And while the location of the buildings in prominent Downtown Pensacola is ideal, the stories behind the buildings are what make this project captivating: A Tale of Two Jails. And oh, if those walls could talk. Now... they can! From the city jail-turned-art museum to the county jail-turned-cultural center and theatre, these two buildings represent a unique history and story to be told right across the street from one another. How better to celebrate this story of our beloved arts and culture than with an outdoor block party featuring projections, live musicians, singers, dancers, and the art of the cocktail – all at a distance.

Running every thirty minutes from 7-9:30pm, the five-minute projection based performance will seamlessly seesaw between the two buildings to make the facades come alive with spooky jail history, colorful pops of art, devastating hurricane blows, and a representation of the multiple arts and culture organizations having once lived within the Cultural Center – astonishing viewers with a mesmerizing multi-sensory experience.

Between the colorful projections on the blank canvases of PMA and PLT, guests will enjoy live performances by local Pensacola Little Theatre talent, captivating dances by Ballet Pensacola, viewings of the current collection at Pensacola Museum of Art, creative craft cocktails, and more – truly bringing Foo Foo's mission of having diverse, culturally-creative happenings under one banner. And what better organization to wave that artistic banner than the Pensacola Cultural Center?

No matter your preference of art, there is something for everyone as culture comes alive outside the Cultural Center this fall at Foo Foo Fest. The projections will run November 12-14 every half-hour between 7-9:30pm and are free to the public. A ticketed-VIP experience boasting complimentary cocktails, performances, and a private area for optimum viewing will be available additionally. Proven by our returning out-of-town patrons each year, this experience is guaranteed to bring visitors back time and time again.

Target Audience, Appeal, and Marketing

According to the U.S. Department of Commerce from Cultural and Heritage Traveler Research, “Cultural tourism accounts for 78 percent of U.S. travelers -- some 118 million tourists -- who include arts and heritage in their trips each year. They stay longer and spend more money than other kinds of travelers do, contributing more than \$192 billion annually to the U.S. economy.”

And PLT, PMA, and Ballet Pensacola are teaming up to entertain and enrich these tourists and residents with an outdoor experience like no other. When coupled with Pensacola's proven affinity for the arts, this event has the potential to capture a broad audience of Millennials, Gen-Xers, Baby Boomers, and children. As a family-friendly offering during the festival paired with sophisticated performances and cocktails, targeted audiences include a diverse population of ages and demographics. Whether a guest enjoys dancing, live musicians, singing, fine art, film, or merely the history of Downtown – there is truly something offered at any price point during these evenings of events for everyone.

The events will be marketed through traditional channels, such as direct mail, e-mail, social media campaigns, and tapping into our existing distribution lists and fundraising resources. Alongside our relationships with WEAR-TV, Ballinger Publishing, Pensacola News Journal, Cat Country Radio, Visit Pensacola, and other regional and visitation media outlets, PLT will utilize the distribution lists of our partners Ballet Pensacola and the Pensacola Museum of Art, giving us a combined reach in excess of 120,000 diverse individuals. Because of the colorful, visual nature of the projections, video marketing on social media will help tell the clearest story of the event, and the marketing directors of PMA, PLT, and BP will execute a cohesive digital campaign. Using existing clips of previous footage paired with new additional marketing teasers from PaintScaping, culture will come alive through marketing well before the event.

Execution

PLT, PMA, and BP house capable staff and volunteers to coordinate large shows and events, with the dynamic and talented staff of PaintScaping to develop, execute, and monitor the projections. All artists will be paid a stipend per performance during the run of the event.

Because of the impeccable location of the Cultural Center, guests enjoying neighboring events, culinary experiences, and offerings by the Friends of Foo will also be able to view and enjoy the projections and entertainment from afar. In considering safety and social distancing, the outdoor, downtown event is accessible and enjoyable to suit anyone's safety preferences. Taking place the second half of the festival, these projection events keep visitors hooked after the Great Gulfcoast Arts Festival is complete. While the projections will run outdoors rain or shine, the additional performances can be moved indoor between the Museum of Art and Cultural Center as a contingency and be well-spaced to accommodate all distancing preferences.

With the extreme outdoor presence, the event will also directly market other events happening both in neighboring venues and within the Cultural Center simultaneously.

Measure of Success

As a free, non-ticketed event to ensure accessibility for all audiences and comfort levels, PLT will have designated staff tracking attendance trends from above the event. (Talk about the footage possibilities taken from the top floor of the Cultural Center!) Assessment of the general number of participants and collected survey data will measure the event's success. PLT will consider the ticketed-portion of the enhanced experience for financial success, with a potential of generating \$15,000. To track the effectiveness of the funds generated by out-of-town visitors, PLT will collect ZIP codes at the ticketed events and through general survey of the attendees. Because of the location and timings of our events, PLT also deems the success of neighboring businesses impacted by our performances a valid return on investment, such as dinner, cocktails, or dessert at Jackson's Steakhouse or clothing purchased specifically for our productions from Don Alan's. PLT also has the ability to collect survey data from participants post-attendance on an as-needed basis.

As a more come-and-go event, opposed to a specifically-timed production with time limitations, PLT is proud to offer this splash of culture as an additive, immersive experience to all other Foo programming – staying true to our mission at the Cultural Center to include and promote all artistic forms of expression throughout our community. And as anyone who has attended our beloved Foo throughout the years knows – when PLT shows up, we never disappoint. Thank you for considering what we know will be one of the biggest, most memorable Foo projects for years to come.

Example 1: <https://www.facebook.com/FooFooFest/videos/fooflashbackfriday-who-remembers-this-artel-3d-building-projection-installation-/2409030302671270/>

Example 2: <https://paintscaping.com/projects/pensacola>

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

PLT_Budget.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.

Sid White-Hunter
