

Foo Foo Fest Grant Application

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Name of Organization

Pensacola Opera

Organization Location

75 S Tarragona Street, Pensacola FL 32502

Contact Name

Chandra McKern

Contact Phone Number

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Name of Existing/Proposed Event

Veteran's Day Salute Concert

Date(s) of Existing/Proposed Event

11/11/2021

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

Website (If any)

<http://www.pensacolaopera.com>

Funding Amount Requested

\$55,463.00

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

"... in order that a grateful Nation might pay appropriate homage to the veterans of all its wars who have contributed so much to the preservation of this Nation ... let us solemnly remember the sacrifices of all those who fought so valiantly, on the seas, in the air, and on foreign shores, to preserve our heritage of freedom, and let us reconsecrate ourselves to the task of promoting an enduring peace so that their efforts shall not have been in vain."

When President Eisenhower formalized the observance of an all-inclusive Veteran's Day, he cemented a legacy that began in 1919 with President Wilson's designation of November 11 as Armistice Day. Following congressional refinements in 1926 and 1938, Eisenhower's signature in 1954 confirmed our country's commitment to holding the 11th day of the 11th month as "sacred" in honor of all of our nation's veterans.

Recognized as the "Cradle of Naval Aviation," Pensacola stands proud in its support of those who serve our nation, both active and retired. The most recent American Community Survey conducted by the US Census Bureau reveals that veterans comprise 14.2% of Escambia County's total population with 33,600 veterans living in our community. Pensacola Opera proposes to partner with Foo Foo Festival 2021 as we join with communities around our nation to celebrate and honor our veterans.

Pensacola Opera humbly requests grant funding to kickstart the final weekend of Foo Foo Festival 2021 with a free concert honoring our community's veterans. Performed in the Hunter Amphitheatre, this free Veteran's Day Salute will feature four vocal soloists and the Pensacola Symphony performing patriotic selections along with members of the Pensacola Children's Chorus, Pensacola Opera Chorus, Choral

Society of Pensacola, and UWF music students. To further enhance the program, we are currently in touch with the Naval Aviation Alumni Choir with an invitation to join us as a special featured guest.

As a regular participant in events presented at Veteran's Memorial Park, Pensacola Opera has secured the support of VMP board leadership in endorsement of our proposal. The Veteran's Day Salute concert at the Hunter Amphitheatre would serve as an organic extension of the commemorations which begin at 11:00 AM at the Veteran's Memorial Park, where hundreds will be gathered to pay honor and give tribute.

In coordination with Foo Foo Festival's marketing team, Pensacola Opera will assemble an audience for our Veteran's Day Salute concert through direct mail postcards, e-mail, and social media campaigns, in addition to print/digital ads. In tandem with our long-established partners WEAR-TV, WALA-TV, Ballinger Publishing, Lamar Advertising, Pensacola News Journal, Cat Country Radio, WUWF Radio, Visit Pensacola, and others, Pensacola Opera will maximize its relationships in order to create an event that fills the Vince Whibbs Community Maritime Park with an abundant audience paying grateful tribute to our veterans.

We also believe the Veteran's Day Salute concert has great potential for a positive financial impact on our downtown merchants. In addition to veterans and their families transitioning from Veteran's Memorial Park to Hunter Amphitheatre, additional audience members will be encouraged to begin their event experience with a downtown visit. The latest figures compiled by Arts & Economic Prosperity 5 published by Americans for the Arts reveal that in Escambia County the average individual attendee generates \$25 in event-related spending.

Further information provided by AEP5 reveals spending by Escambia County arts and cultural audiences totaled \$61.4 million during FY2015. The direct economic activity generated by arts organizations and their audiences during the same period totaled \$88.8 million in Escambia County.

With over 30+ combined years in professional leadership positions, Pensacola Opera's Executive & Artistic Directors enjoy a history of successfully presenting large-scale events. The company's Board of Trustees complements a devoted corps of active volunteers who support the company's community engagement programs through their attendance and interaction with audience members.

Celebrating its 40th anniversary in 2023, Pensacola Opera has a long history of successfully executing grant awards from the National Endowment for the Arts, OPERA America, Florida State Department of Cultural Affairs, ACE, Foo Foo Festival, IMPACT 100, and Sunday's Child, in addition to public and private foundations.

Pensacola Opera will measure the success of our event by gauging the number of attendees, the number of new and existing partnerships, the number of veterans and their families who attend, and the number of audience members who are attending a Foo Foo Festival event for the first time. Pensacola Opera will also utilize its corp of volunteers to collect survey data from audience members both before and after the event.

We believe our partnership with Foo Foo Festival 2021 in presenting this Veteran's Day Salute concert will benefit our community, our veterans, and their families, and provide the perfect kickoff as the Foo Foo Festival enters its closing weekend and the celebration of another successful festival.

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.

Veteran's Day Salute.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.

C. McKern
