

# Foo Foo Fest Grant Application

Fields marked with an \* are required.

## Name of Organization

Pensacola State College

## Organization Location

1000 College Blvd., Pensacola, FL 32504

## Contact Name

Debbie Douma

## Contact Phone Number

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## Contact Email

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## Name of Existing/Proposed Event

An Evening of Comedy

## Date(s) of Existing/Proposed Event

11/10/2022

## Additional Dates for Existing/Proposed Event ( if needed)

### Additional Event Date 1

#### Event Date

## Website (If any)

<https://lyceum.pensacolastate.edu>

## Funding Amount Requested

\$16,918.00

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

Pensacola State College (PSC) is committed to providing quality, affordable, and accessible educational opportunities in addition to community outreach, and cultural enrichment opportunities for students and the community.

"Laughter is good for the soul" -- Now more than ever we can all use a good laugh, and laughter can also bring diverse groups of people together. According to the Mayo Clinic ([mayoclinic.org](http://mayoclinic.org)), laughter can relieve stress, soothe tension, improve your immune system, relieve pain, and improve your mood.

Pensacola State College proposes to provide an opportunity to laugh by presenting "An Evening of Comedy" by hosting an improvisational comedy troupe such as The Second City ([secondcity.com](http://secondcity.com)) or Fish Sticks ([fishstickscomey.com](http://fishstickscomey.com)) in the Ashmore Auditorium on the PSC Pensacola Campus. PSC Lyceum staff have reached out to representatives, but will only be able to enter into a commitment/contract if grant funding is received. Although the event is proposed for a Thursday evening, it could be moved to another day to provide a balance of Festival events.

PSC will invest significant efforts and in-kind dollars in marketing the proposed event in local and regional media. Event announcements will be included in the College's two-county electronic multi-billboard buy for at least a month preceding the event (starting whenever other Foo Foo marketing begins). Event announcements included in the College's digital and social media presence will reach thousands of prospective attendees. PSC has over 17,500 Facebook followers, Between April 6 and May 3, 2022, PSC's Facebook page had 7,746 post engagements, and reached over 38,000 people. The College also has active Twitter, Instagram and Snapchat accounts. Event information will be included in the PSC

Lyceum Calendar. PSC students, faculty, and staff (full- and part-time) will receive email blasts. Event information will be provided to the PSC Alumni Association, which has a multi-state reach, and the PSC Foundation Friends of Performing Arts Society members.

The event will be ticketed to monitor attendance capacity; however, there will be no charge to attendees. Attendance for the event will be tracked and analytics will be collected for all social media accounts to measure/validate return on investment and program success. We will also have the ability to poll attendees as they enter the theater as to the area from which they originated (local or out-of-town visitor).

PSC prides itself in promoting a campus climate where principles increase diversity and provide opportunities for all. Comedy appeals to a wide array of demographics (age, gender, ethnicity) and over 17 million people visited comedy clubs in 2016 (latest year for which statistic was available). While Pensacola is home to several comedy clubs, opportunities to see national-caliber acts is limited.

The project budget is reasonable and realistic and includes significant in-kind support from the College for staff, facilities, and marketing. PSC has decades of successful post-award management of grant funds, including federal, state, and private projects. Funds will be used effectively and efficiently, and only for the purpose for which they are awarded.

Previous successful events, such as a prior Foo Foo Festival event -- Women of Fire, the College's regular Lyceum Series, and an evening at the Saenger Theater with jazz musician Wynton Marsalis, demonstrate that PSC has the infrastructure, staff, and proven capacity to host successful events of this magnitude.

Attendees should feel comfortable and safe attending events at PSC. The College follows all CDC guidelines/restrictions and closely monitors guidance for any updates. Many of PSC's Lyceum calendar of events were successfully held online during the 2020-2022 academic years (such as An Evening with Terry Gross, American journalist and host of NPR's Fresh Air), and this event could be transitioned to a virtual setting, if necessary.

**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.**

Foo Budget 2022.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.**



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