

Foo Foo Fest Grant Application

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Name of Organization

University of West Florida Foundation, Inc and Frank Brown International Foundation for Music

Organization Location

11000 University Parkway, Pensacola FL 32514

Contact Name

Robin Zimmern

Contact Phone Number

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Name of Existing/Proposed Event

The Songs, Their Stories, The Symphony

Date(s) of Existing/Proposed Event

11/8/2022

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

Website (If any)

<http://www.musiccityhitmakers.com>

Funding Amount Requested

\$55,500.00

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

It is a beautiful Tuesday evening in November. You have just left a remarkable meal at one of our fabulous downtown restaurants and now you find yourself sitting in the regal Saenger Theater. Amongst 1500 of your closest friends, you are watching our extraordinary Pensacola Symphony Orchestra on stage BUT with a twist. Joining the local musicians are three award winning Nashville songwriters. As they begin singing, you realize you just heard these very songs on the radio. Now here you are listening to those hit songs, being sung by the people who wrote the songs, in person, in downtown Pensacola! Welcome to "The Songs, Their Stories, A Symphony."

On November 8, 2022, The University of West Florida and The Frank Brown International Foundation for Music would like to partner with Foo Foo Fest in presenting "The Songs, Their Stories, A Symphony" at the Saenger Theatre. The show will feature three hit Nashville songwriters, Jon Nite, Rivers Rutherford and Brett James, who have close to 50 #1 hits between them. They will perform their famous hits alongside the Pensacola Symphony Orchestra (think songs made popular by Tim McGraw, Kenny Chesney, Carrie Underwood, Rascal Flatts, Jason Aldean, Faith Hill, Luke Bryan, and Blake Shelton just to name a few). These talented individuals are considered "the most famous people you've never heard of." They are Grammy Award winners and nominees offering acoustic performances of songs they wrote for country music's most notable stars, re-imagined for the symphony. The symphonized songs bring an audience back to the moment they first heard the songwriters' hits and breathes a new life into those memories. Professionally produced by Music City HitMakers, <https://www.musiccityhitmakers.com/> the show is part storytelling, part comedy, and mostly, unforgettable acoustic symphonic performances of hit songs.

Taking place during the 38th Frank Brown International Songwriters Festival, this new event is strategically

planned for a midweek day encouraging out of town Foo Foo Fest attendees to extend their stays. The November 8th concert will be a stand-alone event with a specific targeted marketing campaign. However, awareness for this event will benefit greatly by being included as part of the comprehensive and strategic marketing plan of the Annual Frank Brown International Songwriters' Festival. Marketing will include targeting all our local media outlets (print, radio, TV and social) as well as utilizing established relationships with top feeder markets including Atlanta, Baton-Rouge, Biloxi-Gulfport, Birmingham, Nashville, and New Orleans. Through years of expertise with marketing the festival-this new event will be included as a major highlight and draw for locals and tourists. In addition, marketing resources, distribution/patron lists and relationships from both UWF and The Pensacola Symphony Orchestra will be utilized to reach the largest possible audience. UWF offers a full-service marketing department which will aid in supporting all marketing efforts.

As a collaborative team- UWF, Frank Brown International Foundation for Music and Foo Foo aim to offer a once in a lifetime experience during Foo Foo Fest 2022. Between the staff and volunteers within UWF and Frank Brown International Foundation for Music we are well equipped to take on this project. This ticketed event will bring any music lover an unforgettable evening of celebrating art. In addition, any proceeds from this show will benefit the Larry Butler Memorial Music Fund at the University of West Florida; ensuring we are providing the education and training needed for the next generation of musicians. Success will be measured by the number of tickets sold to the event. In addition, this event will bring awareness to Frank Brown, UWF, Pensacola Symphony and bring new people to downtown Pensacola to support area businesses.

Every effort will be made to see to the health and well being of all involved. All health and safety protocols in place will be followed. We are prepared to work with Music city HitMakers, the Saenger and Foo Foo regarding any changes to CDC guidelines/safety concerns.

With Foo Foo Festivals support, "The Songs, Their Stories, A Symphony" will be an event first of its kind in the Pensacola area. The opportunity to experience the best songwriters in the country performing alongside our local musicians will be incredibly unique and a performance people will be talking about for years to come!

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.

UWF Foo Foo Budget.docx.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.

A handwritten signature in black ink, consisting of a stylized 'J' or 'K' followed by a horizontal line and a loop.