

Foo Foo Fest Grant Application

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Name of Organization

Legal Services of North Florida

Organization Location

1741 N Palafox St, Pensacola, FL 32501

Contact Name

Brian Stewart

Contact Phone Number

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Name of Existing/Proposed Event

Jazz for Justice

Date(s) of Existing/Proposed Event

11/12/2023

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

Website (If any)

<http://jazz.lsnf.org>

Funding Amount Requested

\$20,000.00

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

Legal Services of North Florida (LSNF) is excited to, once again, apply to be part of Foo Foo Fest (FFF). For the past six years, LSNF has hosted Jazz for Justice as a great way to close out Foo Foo Festival and encourage guests to stay an additional weekend night to enjoy all Pensacola has to offer. We are currently targeting nationally known jazz acts who will bring attention and guests from all over the region to Foo Foo Fest.

LSNF has demonstrated the ability to negotiate and secure bands with a broad appeal and a loyal fan-following. Last year we were able to bring back, fan-favorite, Tuba Skinny along with The Soul Rebels. This year we are in talks with The Dirty Dozen Brass Band, Cha Wa, Jon Cleary & The Absolute Monster Gentlemen, and many more.

Over the years we've built up a reputation with the agencies that represent the artists. They also know the caliber of event Foo Foo Fest represents and they want to be a part of it. If we are approved by FFF, the funds will be used to secure recognizable artists to draw people downtown and from out of town. In 2022 we moved to Museum Plaza, and it was a huge success. With the plentiful seating and recognizable location our guests had a great time, and we know they'll return. We will once again include booths from Gallery Night Pensacola, local food trucks, and entertainment for kids of all ages through the Pensacola MESS Hall.

LSNF will continue to make our event free and open to the public while also offering an optional premium experience for a nominal fee. This year's concept focuses on a catered Jazz Brunch for sponsors and paid ticket holders featuring live music inside the Voices of Pensacola event venue adjacent to Museum Plaza.

Timing and Content Requirements

Jazz for Justice has history of bookending the last part of the festival on Sunday afternoon. People have come to expect ending their FFF experience with great jazz music. This event is an anchor event of FFF because it also encourages guests to stay in town that Sunday night to Monday morning. Our event will also end around sunset so guests can leave and visit one of the area restaurants after the show.

Program effect on success of festival mission

Bringing recognizable jazz artists to Pensacola has continued to raise the reputation of Jazz for Justice year after year. The jazz community knows this is an event and they want to be a part of it. We already know artists are keeping Foo Foo Fest in mind when they're planning their fall tours. It's becoming exciting for us to announce who's going to perform, and when, so people can make their plans to be in Pensacola.

Uniqueness, Innovation, Creativity & Expression

This event is unique in that it provides an artform, free of charge, to anyone who wants to experience it. Jazz for Justice is unique to other events because shows like this would normally be part of an admission fee. By being part of Foo Foo Fest, people who may not normally attend a Jazz concert are exposed to a new genre of music along with other members of the community. It's also family friendly in that it's during a Sunday afternoon and provides concertgoers a chance to shop local artisan booths and learn about the world around them through the Pensacola MESS Hall.

Marketing & PR Plan of Activity

LSNF will continue to expand our media partnerships across the Panhandle to attract a diverse group of individuals and families to downtown Pensacola. LSNF has deep ties to the legal community and our work on hurricane relief efforts throughout the Panhandle has brought additional recognition. Our marketing plan maximizes our partnerships throughout our 16-county service area. We will focus social, paid, and free media campaigns to reach FFF's target demographic audience and entice music and art fans from throughout the Southeast to join us. In addition, we will continually be available to the curator of Foo Foo Festival to participate in any media opportunities available to further advance the reach of our combined efforts. By promoting major jazz acts and combining that with activities for the entire family it will draw and encourage people to come downtown and spend their Sunday with us.

We will also include Foo Foo Fest/ACE Pensacola logos in all of our print, digital, social, and other various media efforts. LSNF always makes a point to share the great content Foo Foo and ACE provide.

Appeal for diversity

The avid jazz fan will certainly be excited about joining us at Jazz for Justice. However, our goal is to draw members of the community and out-of-town guests for a positive experience in downtown. Kids will be excited to learn from Pensacola MESS Hall and adults can shop in Gallery Night Pensacola booths. We believe that Jazz for Justice isn't just about great music, but about providing a quality experience families can count on to end their Foo Foo Fest on a high note. Everyone is welcome and by reaching all segments of our community we think it will inspire others to share our story. Our mission is the focus of everything we do and we are making it a priority in 2023 to further share what we do and who we serve with our attendees.

National marketing and messaging appeal

The regional draw for this event is our headlining act. The type of band we are able to secure graces the biggest stages in the region. From the New Orleans Jazz Festival to arenas across the nation, these are bands people will travel to see. Jazz for Justice reaches a diverse population because all music-lovers, young and old, will be able to have a good time seeing this music in person.

Our current donors and contact lists will certainly be invited because they already support LSNF. However, it's not just limited to that. We will leverage our reach to connect with many different people who may not have visited Pensacola in a while or could be coming for the first time. Our staff in our Ft Walton, Panama City, and Tallahassee offices will be letting their contacts know about Jazz for Justice so they might make the trip as well.

Infrastructure and staff to deliver programming and back-up plan

Our great staff and LSNF Board has always answered the call to support this event. They will be on hand for setup and tear-down. We also have a committee of local connections who ensure everything is done correctly. LSNF's full-time Director of Philanthropy works with local vendors along with the city of Pensacola and emergency management to host an organized and safe event.

LSNF also has volunteers to assist with setup, tear down, and staffing on the event site as needed. We are very confident in our ability to host and execute Jazz for Justice in 2023.

Finally, Seville Quarter has always been gracious enough to let us use their "Phineas Fogg" event space as our backup plan in case of inclement weather. They have done the same this year. We will also have the use of the Museum of Commerce if a need arises.

Resources to manage and comply with financial expectations

LSNF has a full-time CFO who oversees the financial aspects of the event, including the final audit and supporting documentation post-event. He will also be on site to handle any cash collected on event day. We also have a full-time philanthropy director that handles the budget and collection of invoices for the report that is due post-event. The team is organized and can set deadlines to ensure on-time delivery. LSNF not only handles this event but other fundraising events in Tallahassee. We have a track record of proper accounting and professional results.

Measurements for validating return on investment or program success

This event is a success, to us, when we're able to bring attention to the mission of Legal Services of North Florida. By being on the stage in front of so many people we're able to elevate our mission and encourage others to support our efforts. It's a success to partner with Foo Foo Fest and ACE Pensacola. Having a full lawn of concertgoers is important because it helps further the reputation we've built over the years. Let's always end the festival with Jazz on Sunday night!

The LSNF team is confident this event will continue to grow so a trend of increasing attendance from a prior year would also be a key measure of our success.

Our team will ensure ACE Pensacola and Foo Foo Fest are listed on all materials, both digital and print, so that people know we are an official partner. This year we will also be circulating throughout the crowd to let people know we are part of the festival and that they can fill out a survey to help make next year even better.

Use of funds

Our budget is realistic in that it closely follows the model we implemented last year. We are trying to keep any cost increases to a minimum and feel that this formula helps us put on a reputable and entertaining event. We are also keeping our percentages well within the limits set by the grant process. Our major act budget is a large portion of the total, but our committed LSNF funds and sponsorship support help cover the costs of the other things necessary to host. This is a prudent use of funds because of the caliber of talent being brought to town and because of the additional dollars that will be spent to stay in town.

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.

2023 Jazz for Justice Budget.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.

A handwritten signature in black ink, appearing to read "Brian J. Smith", followed by a horizontal line extending to the right.