

Foo Foo Fest Grant Application

Fields marked with an * are required.

Name of Organization

Night Moves Inc

Organization Location

4161 Capri Dr, Pensacola FL 32504

Contact Name

Robert Goodspeed

Contact Phone Number

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Contact Email

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Name of Existing/Proposed Event

Night Moves Festival

Date(s) of Existing/Proposed Event

11/3/2023

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

11/4/2023

Additional Event Date 2

Event Date

11/5/2023

Website (If any)

<https://nightmovespensacola.com>

Funding Amount Requested

\$43,500.00

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

Night Moves is proposing to curate a multi-day alternative music festival and provide a staple fall event for tourists and locals to attend year over year that is affordable and entertaining for the music and arts community. Music is our escape from personal life and Night Moves wants to provide the opportunity for the community to be able to enjoy it among other music diehards. Cultural tourists will be able to experience diversity within an eclectic mix of live music written by artists all over the country from all walks of life. Night Moves has since its inception created a community within the local music scene and we hope to achieve that at a larger scale with this festival.

This festival is set to take place on November 4th outside of The Handlebar, a downtown Pensacola underground music staple. With help from The Handlebar, we will be able to acquire the proper permitting to be able to do an open-air music festival in the street along Tarragona between Wright Street and Belmont Street. Sound, lighting, LED walls, and staging equipment will all be rented locally from Blues Angel Music and Future Astronaut Co. Barricades will be provided by the city and traffic barrels and police officers will be present for safety at both ends of Tarragona at the Wright & Belmont intersections. A well established detour plan provided by OCD Traffic will make sure that this area and all the patrons will be safe from any moving vehicles. We will have multiple food vendors, beer provided by The Handlebar, and a tented seating area so those who are at the festival can enjoy the day and never have to leave.

Having this event outside will enable us to host upwards of 2,000 people which will allow Night Moves to pursue several large alternative acts for the festival. Bands such as Jimmy Eat World, The Gaslight Anthem, Manchester Orchestra, and Turnstile have all been contacted as headliners and showed availability and interest but no contracts are in place at this time without funding. Building a festival around one of these headliners within a \$150,000 budget will allow Night Moves to attract interest to the Pensacola area in hundreds of thousands of impressions on social media with each band having no less than 80,000 followers on Instagram with several hundred thousand monthly listeners on Spotify. We will have music from 1PM to 11PM with no less than 10 regional and national acts. Funding will allow the festival to pay security deposits on one of these band's guarantees and also enable the festival to be priced affordably. With \$50 early bird, \$75 advance, \$85 walkup, and \$200 VIP pricing, this enables tourists to have more dollars to spend while here on vacation.

While this is a single day outdoor event, Night Moves is aiming to keep travelers in town all weekend long. On November 3, the Friday prior to the event, we will be hosting a VIP party at The Handlebar which will include a special performance from the headliner in an intimate (200 cap) room. With the weather for outdoor events always being a factor, we have secured the venue all weekend long to allow for a rain day reschedule for Sunday and will fill the venue with local and early support acts for the festival on Saturday as a backup plan.

We believe that this can become a staple event not only for Foo Fest but for Pensacola as a whole. Our team, along with Silver Industries, has a combined several decades worth of experience in hosting events and putting them together for thousands and thousands of people from age ranges of 15 to upwards of 65+. The Handlebar owners, Kathy Sandstrom and Chris McKean, have careers built on investment and budgeting experience as well as the financial backing to make sure that this project can be as successful as it can be. The team involved is more than capable of handling an event this scale and we are longing to give back Pensacola and the local music community.

Responses to Scoring Criteria:

Timing and Content

While the main event is on a Saturday, we have the VIP party scheduled for Friday which would mean that visitors attending that party would have to travel a day early. We will also be emphasizing the rain day factor to convince guests to extend their stay beyond Saturday night just in case, knowing that we will have another event planned in case of rain. Our artists will also be put up through multi-day hotel stays to avoid flight delays (Thursday through Monday) so that not only will they be here for the festival, but beyond that to spend time in the city experiencing different restaurants and tourist attractions.

This event has all the makings of being an anchor event at Foo Foo Fest with multiple national acts over a multi-day span.

Program Effect on the Success of the Foo Foo Fest Mission

Once attending and able to enjoy the festival, our years of experience putting together events to make sure it is flawless and seamless will highly encourage people to want to come back not only for future year's events, but to Pensacola as a whole.

The quality of the proposed headlining bands is large enough that people will travel regionally (5+ hour radius) and even by plane to see an open-air festival in Florida. The band's online reach is massive and the appeal of flying to a sunny beach town for a weekend to enjoy your favorite bands can't be underestimated. The combined reach for these acts could put Pensacola on millions of radars even if only a few thousand come for the festival alone.

Uniqueness, Innovation, Creativity, & Expression

This type of event has not been done in Pensacola since Deluna Festival on Pensacola Beach which was over a decade ago. There is no one else in the area doing anything remotely similar to it which speaks to the uniqueness of the event and also provides big name entertainment and recognition value to Foo Foo Fest that is not present currently.

While it is similar to our usual programming and repertoire in hosting live music and communicating with booking agents, the scale is larger so it has forced our creative hand in the best way in coming up with an outdoor venue concept with food and beverage vendors also involved.

Marketing & PR Plan of Activity

Our organizational marketing plan for this event is to spend our pool on branding assets such as logos, flyers, reels, website creation, and call-outs from social media influencers. We will utilize dollars to pay fees to partnering marketing firms for additional services beyond this scope and rely on their expertise in coming up with a unique plan to fit this unique event. We plan to also use our budget on social media ads and billboards with our personal marketing budget.

We will tap into our existing email lists from past ticket sales and events as well as our social media followings to supplement the marketing efforts of Foo Foo Fest.

We will co-brand Foo Foo Fest/ACE logos on all posts to recognize their support for the festival.

Appeal to Diversity

As stated above, this festival appeals to all walks of life from all regions of the country. Our goal is to have bands from as many regions as possible to have as much representation of human-kind at this festival. We want to emphasize inclusion from kids to adults, rich to poor, straight to gay, black to white, women to male to nonbinary, etc and our talent will be a focused assortment of those diverse demographics. Being all inclusive makes prospective attendees feel safe enough to come out and be themselves.

By having support bands from across the country that are all across the alternative genre spectrum, we believe that we can reach a niche audience of die-hard music fans who are heavily invested in the underground music scene. By having the big name headliner recognition, we will also be able to attract attention from out of towners who would not be coming to the area without seeing a music festival taking place in that area.

National Marketing and Messaging Appeal

Each potential headliner with several hundred thousand followers on social media & streaming platforms combined with nine other support bands followings, this festival has the potential to reach millions of people nationally and regionally.

With all of these artist's followings, our followings as organizations, plus our's and Foo Foo Fest's marketing efforts, this event will reach exactly who it's meant to reach: the alternative music community.

With the decades of experience under our belt and the strong community we have created in Pensacola over the last few years, we will be able to generate a strong amount of local support and attention as well as support from our cultural tourists.

Infrastructure and Staff to deliver programming and back-up plan

We have more than enough help to staff this event with both workers and volunteers. Night Moves has a 5 person board with several volunteers, Handlebar has 13 bar and security workers and 3 sound engineers ready to go, and Silver Industries has dozens of workers who are fully versed in this capacity of event planning and coordinating.

Our backup plan for rain was listed above in the 4th paragraph.

Resources to manage and comply with financial expectations

Our team has collectively done hundreds of similar events booking live music for multiple attendees.

Our events are successful due to our keen understanding of our audience and how to deliver to them and make them only think about the present and the music that is being played in the moment. We know to make an event seamless by carefully planning every single detail and step, no matter how redundant something may be. We are always aware of emergency situations and know how to deal with them in the moment after years of experience. We know how to take care of national acts and make them feel appreciated.

We will comply with all financial reporting requirements laid out to us by ACE and Foo Foo Fest and continue to provide regular updates on the financial status of the festival.

Measurement for validating return on investment or program success

Our event will be a success if we are able to do this event for several years to come and if we are able to attract a large out of town audience to visit Pensacola in our out of season months. We will use ticket sales and email address lists to measure this level of success and hopefully build a resource pool to put together a larger event the next year.

We will recognize this event as a Foo/ACE event by including the Foo/ACE logo on all our branding/logos for social media, websites, our press releases, flyers, and scannable tickets. We will also include agreeable branding on-site during the event so that all attendees know this is a Foo Foo Fest sponsored event.

We will distribute the Foo Foo Fest survey through our email captures on ticket sales and as well as some giveaway promotions for out of towners specifically.

Use of Funds

This budget is something that we have been working on for the last several years trying to identify what some of the true costs are involved to put together an event of this scale. This has been well thought out and is realistic with some wiggle room but not to exceed the figures in the attached budget.

We will tap into our existing infrastructure for putting together events for this festival. By using past email lists, social media followings, artist social media followings, ads, and prior PR/marketing relations, we will be able to raise funds to make this a successful weekend and one we can have as a staple for the fall year after year.

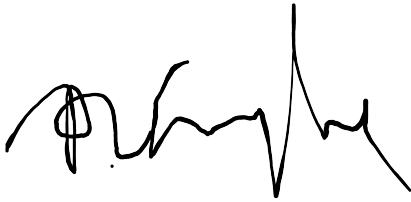
This event is a prudent use of public funds because it will drive tourism to Escambia County and Pensacola. Those travelers will benefit the local businesses and economy when we aren't in peak tourist season. All proceeds from the event will go towards Night Moves whose mission is "to establish a safe place for musicians, artists, and their associated communities to express themselves in creative and positive ways" so that we can continue to do that for the community and the music scene.

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.

Budget - No Sunday-2.pdf

Grant Night Moves Fest.docx

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 series of loops and a long vertical stroke at the end.