

Foo Foo Fest Grant Application

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Name of Organization

Pensacola Children's Chorus

Organization Location

46 E Chase St., Pensacola, FL 32502

Contact Name

Alex Gartner

Contact Phone Number

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Name of Existing/Proposed Event

Singing in the Street

Date(s) of Existing/Proposed Event

11/2/2023

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1

Event Date

11/9/2023

Website (If any)

<https://www.pensacolasings.org>

Funding Amount Requested

\$12,248.50

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

You've heard of dancing in the streets or singing in the rain, but new to Foo Foo Festival is a one-of-a-kind musical experience: SINGING IN THE STREET. Fusing the magic of Disney, the electricity of Broadway, the excitement of a flash mob, and the spirit of a street party, SINGING IN THE STREET brings music out of darkened theaters into the sunlight of Downtown Pensacola for a highly participatory singalong experience perfect for the entire family.

SINGING IN THE STREET will be led by 3 groups of singers: the Pensacola Children's Chorus (PCC), the Choral Society of Pensacola (CSOP), and (best of all) the audience! At this event, the act of singing is not centered on performance, but on community. Held outdoors at the family-friendly Museum Plaza in Downtown Pensacola, this event spreads the joy of music to parents and kids alike. With the guidance of songleaders and the confidence provided by an army of seasoned on-stage singers and a live band, even the least secure of audience members will find it easy to join in the singing of beloved Disney and Broadway tunes.

BACKGROUND

Too often music earns a reputation of being an activity for the elite. Attending a concert often requires one to dress up, purchase a (sometimes pricey) ticket for admission into an elaborate venue, and engage in

fancy receptions and meals. While these experiences are vitally important to Pensacola's artistic, cultural, and economic fabric, they present barriers to families with young children or to individuals who might not consider themselves to be arts aficionados. Yet reaching these groups of prospective patrons is vital to build future audiences and to attract cultural tourism to Pensacola—the aim of Foo Foo Festival and the purpose of SINGING IN THE STREET.

The placement of community (not performance) at the center of this event provides a pathway for current and future arts patrons to make music personal, thus increasing the chance of their future participation in Pensacola's arts scene. Both the Choral Society of Pensacola and the Pensacola Children's Chorus have extensive experience intersecting music with community. At previous Foo Foo Festivals, CSoP hosted a very successful Grease singalong and a similar event called Choir! Choir! Choir!. PCC annually hosts two community singing events—Y'all Come Day, a communal day of song and dance for its singers, and Choir on Tap, a community singalong event hosted at local breweries. The spirit of these events is infused in SINGING IN THE STREET, and the organizations' past success will ensure that this will be a welcomed addition to Foo Foo 2023.

CRITERIA SPECIFIC RESPONSES

1. Timing & Content Requirements

This early evening event will be held on a Thursday evening, which may incentivize out-of-town travelers (especially families) to start their weekend stay a little early. While this event may not be at the size and scale of an anchor event, its accessibility (free) and presentation in a public space provides the opportunity to engage passersby. Additionally, this event offers audience members an opportunity to participate in the art itself, rather than simply watching or listening to it in a theater seat.

2. Success of Festival Mission

The best vacations are the ones that are filled with happy memories and shared experiences among family members. The highly participatory nature of this event provides just that and can inspire a return to Foo Foo Festival 2024, a future PCC/CSoP concert, or to one presented by another organization. Additionally, the selection of Disney and Broadway as the main musical focus casts a wide net of appeal, as both genres are widely appreciated by prospective audience members of a multitude of backgrounds and preferences. With the introduction of Disney+ into nationwide households and many movie-musicals such as Wicked in production, these genres add to the appeal of the event.

3. Uniqueness, innovation, creativity & expression

Unlike many events in a typical arts festival, this event requires a high level of audience participation. While Disney and Broadway music are not foreign to PCC or CSoP concerts, this event presents them in a unique way because the music is not meant for consumption, it is meant for participation with the audience as the lead singer. In this light, this singalong-style event complements (rather than duplicates) other events that might incorporate similar music. Because of the enthusiastic response to the Choir! Choir! Choir!, the Grease singalong, and other similar events presented in the local community, it's clear that SINGING IN THE STREET will make an excellent addition to this year's Foo Foo Festival.

4. Marketing & PR plan of activity

The marketing plan for this event will center on its target audience: families. Market research shows that parents are receptive to social media marketing which can be tailored to specific demographics among the organizations' combined online audience of 6,000 followers. Cat Country's digital marketing tools presently

employed by PCC will be utilized to push advertising to smart devices in targeted geographical locations, especially those frequented by families. Along with Cat Country, other longtime partners WEAR, WUWF, Ballinger Publishing, and Greater Pensacola Parents will market the event to a regional audience of over 100,000 individuals. Print materials will be distributed to hotel front desks through Visit Pensacola and a special relationship with Innisfree Hotels.

5. Appeal for a diversity

SINGING IN THE STREET is designed to be highly accessible, meaning a prospective audience member does not need to know anything about music, arts, or culture to find it attractive. The choice of Disney and Broadway as musical content appeals to a wide range of musical tastes for patrons young and old. (Many will recall the catchy “We Don’t Talk About Bruno” from Disney’s Encanto or the worldwide Hamilton craze.) Additionally, families are constantly looking for affordable activities, especially to blow off steam at the end of the day. This event offers the best price: free!

6. National marketing and messaging appeal

While a singalong concept is hardly novel, the absence of the concert hall and the movie with bouncing-ball lyrics makes SINGING IN THE STREET an attractive event, especially for families planning a weekend trip or for those staying for the week who are looking for fun evening activities that take advantage of Pensacola’s incredible fall climate. With CSoP’s previous audiences at Foo Foo events combined with PCC’s focus on children and parents with children, both groups’ existing audiences can help bolster attendance numbers and contribute to word-of-mouth marketing.

7. Infrastructure and staff to deliver programming and back-up plan

Both PCC and CSoP have produced events in diverse venues for decades, and their combined army of staff and volunteers is more than capable of managing this event. PCC’s sound and video engineers will provide the necessary technical support. Additionally, both PCC’s and CSoP’s artistic leadership have extensive experience as teachers and performers and will expertly fill the role as engaging songleaders.

While this event is designed to be outdoors at Museum Plaza, the backup venue of the Museum of Commerce will be used as a rain plan. (Though, “singing in the rain” is a tried-and-true concept as well...)

8. Resources to manage and comply with financial expectations

CSoP has presented singalong-style events at two previous Foo Foo Festivals to great success, and PCC has extensive experience presenting similar events to the local community. All of these events were successful due to a solid event plan, clearly defined roles, and engaging on-stage leadership—all of which will be replicated in SINGING IN THE STREET. Additionally, as recipients of ACE and previous Foo Foo funding, both organizations have considerable experience with the financial reporting and documentation processes that are required as recipients of county funds. To meet required deadlines without undue stress, receipts, copies of checks, and appropriate financial statements will be accumulated on an ongoing basis to meet the quick post-festival submission deadline.

For the purposes of this event, the Pensacola Children’s Chorus will take point on all things grant-related, including finances and reporting.

9. Measurements for validating return on investment or program success

Success will quantitatively be measured by audience numbers, and marketing effectiveness will be evaluated through online interactions and click-throughs. Qualitative success will be gleaned through the Foo Foo survey which will be made available electronically through scanned QR code at the event along

with paper copies. Audience members who complete the survey will receive a chance to win tickets to upcoming PCC and CSoP events.

Foo Foo will be recognized in event promotional materials as the presenting sponsor, as well as on stage at the event by the emcee and songleaders. A special shirt made to promote the event which will prominently feature the Foo Foo logo and be used as the uniform for on-stage participants.

10. Use of funds

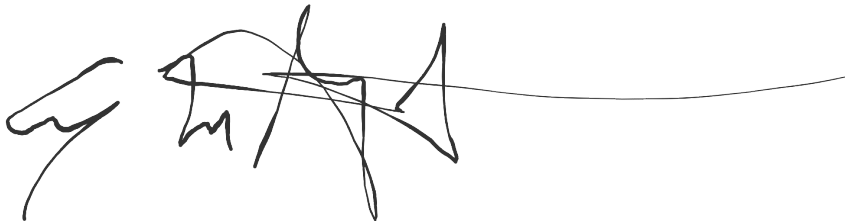
The event budget is based on anticipated expenditures that are informed by competitive quotes and carefully researched estimates. Much of the AV equipment is already owned by PCC, and other rental equipment would be provided by local and trusted vendors at a discounted rate. As such, this budget acknowledges the responsibility of being careful and respectful stewards of public funds.

Thank you for your consideration!

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.

PCC_Foo Foo Budget.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 first name followed by a last name, with a long horizontal line extending to the right.