

Foo Foo Festival 2023 Grant Application

UWF Historic Trust: POP Murals-On Tour

Wednesday, November 8th, 2023

POP Murals:On Tour will be an interactive curated experience treating guests to a unique taste of the history, art, cuisine and beauty of historic downtown Pensacola.

What are POP:Murals?

POP: Murals (Pensacola Outdoor Project) are a community initiative of the UWF Historic Trust. POP: Murals are curated and selected with direction from a committee charged with supporting the UWFHT mission by displaying historically significant photographic murals on select buildings and structures throughout downtown Pensacola. This committee is led by Historic Trust board member Scott Barrow with the support of the Historic Trust staff and the guidance of the Architectural Review Board.

The POP: Mural committee's vision is to work with the community to create large, mounted photographs of significant historic scenes displayed on strategically located, prominent buildings and structures throughout downtown Pensacola. Thus enabling residents and tourists alike to learn about Pensacola's history through these displays coupled with signage for each along with the creation of an educational, self-guided trail. POP:Murals are becoming the centerpieces of Pensacola's unique and dynamic downtown, highlighting our history and providing a focal point for cultural heritage tourism.

<https://historicpensacola.org/popmurals/>

Foo Foo Proposal

The Foo Foo proposal is for two guided trolley tours of the seven POP: Murals to take place the evening of Wednesday, November 8th. Taking place mid-week will help encourage out of town guests to extend their stay during the week in downtown Pensacola.

The interactive ticketed trolley tours will include transportation, historic narration (by costumed actors), special food/drink and other surprises for guests. Guests will be treated to an engaging narration from a trained actor as they visit the seven mural locations around downtown. Each stop will include food and/or drink that pairs with the theme of the mural location being visited. The refreshments will highlight a collection of our local chefs/mixologists/restaurants. The evening ends with a reception at Voices of Pensacola. In the event of severe weather, the event will take place in Voices of Pensacola and actors will lead groups through the narration featuring a slide show of the seven murals.

The trolley tours give participants a very unique taste of downtown Pensacola. The combination of history, photography, live actors and cuisine mixed with the beauty of downtown Pensacola will be an exceptional experience. The tour highlights the diverse history of Pensacola and will appeal to a wide-range of individuals. This will truly give both out of town and local guests a rich taste of some of the best parts of Pensacola-everyone will want to return to further explore the areas that will be highlighted!

The UWF Historic Trust has a large staff who are well trained and able to take on the management of this grant including event planning, fiscal management, marketing and post-event assessment. The infrastructure already in place lends itself to easily handle this type of event. The UWF Historic Trust has successfully managed hundreds of grants of similar magnitude (and many much larger). UWF Historic Trust is funded using public funds and takes the stewardship of those resources very seriously.

Access to mature social media accounts, contact lists of 1000's of alumni and members and media buying power of the university will lead to effective marketing and promotion both locally and beyond Pensacola. All marketing will prominently feature Foo Foo and the logo will be included on all print and online materials. Signage will prominently display the Foo Foo logo throughout the evening. Guests will be able to easily fill out any Foo Foo surveys during the reception at the conclusion of the event.

Foo Foo Budget:

Marketing-- \$500* (social media, print, email, possible radio)

Trolley Rental—\$1600 (Five Flags Trolley 1 trolley for 4 hrs=\$800 x 2)

Food and Drink-- \$5000 (at each mural location and at reception)

POP Mural Maps/Collateral—\$1500 (printed brochures and maps for guests to follow the tour)

Actors— \$1200 (actors and costumes, one actor for each trolley and at least one at each of the seven mural locations-nine total)*

Décor-- \$350 (on trolley, at each stop and at reception)

Facility Rental--- \$600 (\$100/hr x 6 hrs—Voices of Pensacola)*

Total: \$10,750

Foo Foo Grant Request:\$8,450 (78%)

Covered by UWF Historic Trust: \$2,300 (22%)

*covered by UWF Historic Trust

Examples of the POP:Murals



Port of Pensacola, c. 1903

1903 Voice of Pensacola



A View of Pensacola in West Florida, George Gauld, c.1765

201 Zaragoza Street



Watercolor Port of Pensacola, Herbert Rudeen, c. 1890

226 South Palafox Street

(Sponsored by Collier, Burney and Will Merrill)