



# FOO FOO FESTIVAL

Kickoff Meeting  
February 1, 2024

# WELCOME

Therese McKenzie

- Introduction of ACE President and Board
- Introduction of Foo Foo Fest 2024 Committee
- Introduction of Agencies: Hummingbird Ideas, Giant Noise and HAAS Center

## 2023 Recap

Therese McKenzie

- Thank you to last year's grant recipients for a successful Foo Foo Fest 2023
- Haas Center 2023 Economic Impact Survey Results
  - *See next slide*



# 2023 Recap (Cont'd)

## Haas Report Highlights

- The economic impact of the 2023 Foo Foo Festival was estimated to be \$13M, increasing the total population of the region by 44 individuals and adding 147 new jobs.
- Estimated attendance was 85,300 over the 12-day event
- 45% of participants had previously attended Foo Foo Fest
- 8% of visitors were first-time visitors to Pensacola
- 31% of attendees were from outside Escambia County
- Attendees responding to the survey originated from 28 states
- Year-over-year visitation to downtown Pensacola increased by 19.4% during the first 2 weeks of November

## Top 3 events for primary purpose/attendance:

- 31% indicated that Night Moves Music Fest was the primary reason to attend Foo Foo Fest, and 29% of Foo Foo Fest attendees attended the Night Moves Music Fest.
- 18% indicated that the Magic Carpet was the primary reason to attend Foo Foo Fest, and 41% of Foo Foo Fest attendees visited the Magic Carpet.
- 4% indicated that Poseidon's Garden was the primary reason to attend Foo Foo Fest, and 26% of Foo Foo Fest attendees visited the installation.



# 2023 Recap (Cont'd)

Jarrold England, Hummingbird Ideas

- 2023 Marketing Brief Summary

## Hummingbird Ideas

Jarrold England, Hummingbird

### MEDIA SPEND:

Total Advertising Investment: \$359,250 (\$14,250 more than 2022)

- **ESTIMATED PRINT EXPOSURE:**
  - Estimated Print Exposure: 3,149,135
- **ESTIMATED DIGITAL IMPRESSIONS:**
  - Estimated Digital Advertising Impressions: 52,420,232
- **ESTIMATED BROADCAST IMPRESSIONS:**
  - Estimated Broadcast Impressions (TV/Radio): 3,277,049
  - *Not included: Beach TV, CAT, WUWF*
- **ESTIMATED OUTDOOR IMPRESSIONS:**
  - Estimated Outdoor Impressions: 3,575,821
- **TOTAL ESTIMATED IMPRESSIONS:**
  - Total Estimated Impressions: 62,422,237



# 2023 Recap (Cont'd)

Jarrood England, Hummingbird Ideas

- 2023 Marketing Brief Summary

## Hummingbird Ideas

### Total Website Visitors

The campaign was more consistent in site visitors from the outset, rather than the "ramping up" that we've seen in years past.

- **Total: August 1 – November 14, 2023**
  - 85,000 users (+9% over 2022)
- **August 1 – August 31, 2023**
  - 17,000 users (+648% over 2022)
- **Sept 1 – September 30, 2023**
  - 23,000 users (+46% over 2022)
- **Oct 1 – October 31, 2023**
  - 22,000 users
- **Nov 1 – November 14, 2023**
  - 23,000 users





# 2023 Recap (Cont'd)

## Erica Benken, Giant Noise PR

- In 2023, our focus was on the momentous 10-year anniversary of Foo Foo Fest – celebrating not only the milestone but the festival’s highest allotment of grant funding and grant recipients to date. Building upon our relationships with regional & national media, we had an opportunity to work with new media members from developing drive markets such as Tallahassee, expand our efforts in New Orleans and Nashville, as well as partner with local restaurants for the debut of our “Foo Foo on the Menu” initiative as well as local hoteliers; we look forward to expanding these collaborations in 2023.

## Giant Noise

**Total Number of Announcements Distributed: 10**

**Total Number of Media Hosted In-Market: 4** throughout the 12-day run of events

**Total Number of Combined Secured & Organic Print, Online, Broadcast & Social Media Features: 123**

**Estimated Combined Media Impressions: 2,103,550,965**

**Estimated Combined Media Value: \$25,338,669.72**



# General Business Items

## Therese McKenzie

- Foo Foo Fest 2024
- Grant Pool \$500,000
- Full Funding of Highest Scoring Grants
- Don't ask for more than you need



# General Business Items (Cont'd)

Nicole Stacey

- Timeline Review
- Who can apply?
- Rules:
  - ✓ Must be not for profit 501(c)(3) and submit certificate of status
  - ✓ Must located in Escambia County
  - ✓ Can ask for any amount up to \$100,000, of that, the organization must invest 15% of the ask can be cash or in kind
  - ✓ Thorough budget details, with no duplicative efforts, no staff salaries
  - ✓ No Double Dipping – Visit/ACE/FFF/TDC
- How? Application Process
  - ✓ Letter of Intent – due by noon March 15, 2024 (REQUIRED this year)
  - ✓ Submit Application – due by noon April 26, 2024
- Public scoring: May 15, 2024, at 10:00 am
  - ✓ Applicants will be allowed to answer questions by committee but not give presentations. If there are any major changes to the application – this is where you share.
  - ✓ No changes to the amounts asked may be made on the panel/scoring date





# Compliance

Warren Sonnen & Trang Taylor

All email communication should go through:

[compliance@acepensacola.org](mailto:compliance@acepensacola.org) and [curator@acepensacola.org](mailto:curator@acepensacola.org)

- Sign Agreement with ACE
- Submit the Budget for the event to ACE including details on the specific items covered by the grant funds
- Submit an Invoice for the event to ACE
- Submit Certificate of Coverage (before the event)
  - Insurance requirement: \$1MIL in coverage; add ACE as additional insured
  - Check Deposit Timing - 14 days
- Significant budget and programming changes (***after grant scoring***) must be approved by the committee
- Foo Foo Marketing Mandate – TDC
- Recognize Foo Foo/ACE on all ads and event promotions
- Assist with surveys from the Haas Center
- Submission of the final report should include copies of cleared checks, bank statements, credit card statements, and any other evidence of expenditures, such as talent/vendor contracts and marketing assets



# Compliance

## ELIGIBLE EXPENSE POLICY

Grant funds related to travel, lodging, meals, and incidental expenses paid directly by the Participating Organization must be in compliance with current allowances set by the U.S. General Services Administration for Escambia County (which can be found at [www.gsa.gov](http://www.gsa.gov)).

### ***Grant funds will not be used for the following:***

- Cash receipts
- Capital Improvements, including expenditures for the acquisition, construction or alteration of a facility, unless allowed by Florida Statutes, Chapter 125.0104, Paragraph 5 Authorized Uses of Revenue
- Mortgage Payments
- Payment of past deficits
- Tips, gratuities, alcohol
- Deposits that will be refunded
- Prepays
- Staff Salaries and Admin costs
- Mileage
- Purchases for resale
- Donations/sponsorships, scholarships, plaques or awards
- Activities and events which do not promote tourism in Escambia County
- In-kind goods or services for which no costs were incurred
- Activities and events intended only for the applicants' membership or local community
- Food, lodging and personal transportation for traveling out-of-county
- Rent paid to a sponsoring organization for hosting a special event



# Friend of Foo

**Robbie Schrock**

- Who can be a Friend of Foo?
  - ✓ Any local non-profit
  - ✓ Any local for-profit business, such as venues, hotels, restaurants, bars, and breweries, that are hosting an event(s) during the 12-day period of the Foo Foo Fest
- Why become a friend of Foo?
  - ✓ Free marketing! We want to help you market your event during Foo Foo Fest
  - ✓ Your event is added to the festival's website on the calendar of events
- Examples of last year's Friend of Foo events:
  - ✓ MODA Fashion Show presented by Andrews Research Insitute and Scout Boutique
  - ✓ O'Riley's Stella Artois Chalice Painting
  - ✓ Jackson's Steakhouse's the Gulf Coast Table: A Taste of States
  - ✓ Pensacola MESS Hall: Science Story Time
  - ✓ Pensacola MURAL Fest



# Closing

Therese McKenzie

- Stay in Touch, here's how – dissemination of contact info for all
  - **Important ACE Emails**
    - [curator@acepensacola.org](mailto:curator@acepensacola.org)
    - [compliance@acepensacola.org](mailto:compliance@acepensacola.org)
  - **Marketing & Advertising Team**
    - [Jarrod@hummingbirdideas.com](mailto:Jarrod@hummingbirdideas.com)
    - [Marybeth@hummingbirdideas.com](mailto:Marybeth@hummingbirdideas.com)
  - **Public Relations Team**
    - [Erica@giantnoise.com](mailto:Erica@giantnoise.com)
    - [FooFoo@giantnoise.com](mailto:FooFoo@giantnoise.com)
- Q&A





**Thank You!**

**See You at Foo Foo Fest  
October 31 - November 11, 2024**