

Foo Foo Fest Grant Application

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Name of Organization

309 Punk Project

Organization Location

309 North Sixth Avenue, Pensacola, FL 32501

Contact Name

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Name of Existing/Proposed Event

HalloZine Festival

Date(s) of Existing/Proposed Event

10/30/2025

Additional Dates for Existing/Proposed Event (if needed)

Additional Event Date 1**Event Date**

10/31/2025

Website (If any)

<https://www.309punkproject.org>

Funding Amount Requested

\$13,750.00

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

HALLOZINE FESTIVAL PRESENTED BY 309 PUNK PROJECT

Zines are cool (again), and the art world loves them. The small, self-published graphic booklets known as zines (pronounced ZEENS) had their heyday in the 1990s and are being celebrated around the country lately, including at the highly acclaimed 2023-24 Brooklyn Museum exhibition “Copy Machine Manifestos: Artists Who Make Zines.” 309 Punk Project will build on this enthusiasm and on Pensacola’s own vibrant zine culture by holding HalloZine Fest, a unique, interactive arts and culture event as part of the 12th annual Foo Foo Festival in Fall 2025.

Zine culture is marked by creative, independent, authentic self-expression. The artistic appeal of zines is in their use of bold, high-contrast graphics and collage alongside written work such as interviews, essays, poetry, and short stories. Zines are experiencing a resurgence, especially among young people, who embrace the immediate, tactile nature of the art form. Handmade, one-of-a-kind zines are appealing for their contrast in an otherwise all-digital age.

This exciting two-day event is proposed for October 30-31 (hence the Halloween theme). HalloZine Fest will feature exhibitions of zine art, workshops on the art of zines, talks by prominent zine artists such as Alex Wrekk and Julia Arredondo, a marketplace, and social gatherings for festival attendees including a Halloween party. To extend the Halloween/punk/goth theme, attendees will be encouraged to wear costumes, and vendors and exhibitors will accent their tables with spooky décor.

Marketing and promotion of the HalloZine Fest will tap into existing networks for zine makers and zine consumers as well as independent artists. 309 Punk Project will also harness the power of collective

impact to further the success of this event by partnering with other local organizations and arts institutions such as Night Moves Fest, Pensacola MESS Hall, and First City Arts Center (which teaches zinemaking classes for teens and young adults).

RESPONSES TO SCORING CRITERIA SHEET

1. Timing and Content:

HalloZine Fest is proposed for October 30 and 31, a Thursday and Friday. The event provides an exciting entry point into Foo Foo Festival by drawing out-of-town residents for a weekday event to kickoff the festival. This timing avoids obvious conflicts with other Foo Foo Fest events (based on historic scheduling and discussion with prior grant applicants). Furthermore, the timing of HalloZine Fest purposefully takes advantage of the timing of the Night Moves Music Festival, another Foo Foo Fest grant applicant and partner in the HalloZine event. Night Moves Music Festival is planned for Saturday, November 1. HalloZine Festival will engage in cross-promotion with Night Moves. HalloZine attendees will be encouraged to stay through the weekend to attend the Night Moves concert on Saturday and other Foo Foo Fest events.

As with previous 309 Punk Project programming, HalloZine Fest broadens the type of arts experiences available during Foo Foo Fest and appeals to a brand of cultural tourists – younger and more diverse – who may not be interested in traditional arts and culture projects. HalloZine Fest appeals to a similar audience as Night Moves, yet HalloZine Fest especially appeals to young singles and middle-aged tourists (Gen X) who are not only interested in music but also in the arts and culture that complement those musical genres.

2. Program Effect on the Success of the Festival Mission:

309 Punk Project has a proven record of promoting cultural tourism with vibrant, engaging arts and culture programs. While we have not previously held a zine festival, we have participated in zine festivals in other locations, and we have experience successfully organizing similar art events that have drawn around 350 attendees. Furthermore, there has long been an interest in hosting a local zine festival here, so there is some pent-up demand to see this event take place.

Zine fairs are popular destinations right now, taking place in cities such as Tampa, Chattanooga, and Houston. HalloZine Fest would be the only festival of its kind in this region and would draw cultural tourists to Escambia County from North Florida, Alabama, Mississippi, Georgia, and beyond. HalloZine Fest will benefit from targeted tourism, attracting visitors who are already familiar with the local creative scene and those who are interested in independent publishing and underground arts movements.

309 Punk Project has a strong local support base and regularly collaborates with area organizations, who are invited to participate in HalloZine Fest. Our events focus on building community through creative placemaking, linking tourists with local artists and business owners through meaningful interactions, which deepens the experience for the tourists. They remember Pensacola fondly and are more likely to return and continue to work and do business here.

Additionally, 309 Punk Project commands a reach well beyond Pensacola. The project's Artist in Residence program brings nationally and internationally recognized contemporary working artists who live and create in Pensacola during their stay. The project leverages connections with other arts communities and non-profits, such as our collaborations with the Alabama Contemporary Arts Center in Mobile (<https://www.alabamacontemporary.org/>), Southern Punk Archive in Oxford, MS (<https://southdocs.org/project/southern-punk-archive/>), Stove Works arts center in Chattanooga (<https://www.stoveworks.org/>), and Invisible Histories Project in Birmingham (<https://invisiblehistory.org/>).

3. Uniqueness, Innovation, Creativity & Expression:

HalloZine Fest is unlike the other events usually held during Foo Foo Festival, but the fest is a great companion to the other Foo events. HalloZine Fest features exhibitions and presentations by artists as well as interactive stations for attendees to design and create their own souvenirs from the event – pins and

block prints – as well as to assemble their own mini-zines. A trading table will invite attendees to “take one, leave one” and to exchange zines with others, promoting interaction and sharing. On the final day of the festival, which falls on Halloween, attendees will be invited to a special party at The Handlebar. There, they can participate in a costume contest and be entertained by performers including the “dark wave” Tejano group Twin Tribes (think: Depeche Mode), a group that appeals to the HalloZine Fest audience.

309 Punk Project regularly holds community arts programming, but Foo Foo Fest funding allows us to produce bigger events with more high-quality elements, including the ability to bring talented, in-demand artists and musicians to Pensacola. Funding for HalloZine Fest will allow us to rent space for the festival at Voices of Pensacola, a convenient location downtown, and to curate and produce a visually appealing exhibition spotlighting some of the notable zines from Pensacola and beyond. Funding also will be used to compensate artists and musicians such as the photographer Julia Gorton, the designer Julia Arredondo, the writer and artist Alex Wrekk, and the band Twin Tribes. These offerings are different from all of the other Foo Foo Fest attractions and provide more options to draw tourists to Escambia County for this event.

4. Marketing & PR Plan of Activity / 6. National Marketing & Messaging Appeal:

HalloZine Fest appeals to a variety of audiences, including families who might attend with their zine-minded teens; young adults who are exploring and engaging with zine culture; and adults over 35 for whom zines recall the playful and vibrant alternative arts and music scene of their younger days. The invited zine artists who will present talks and display their work at the fest and the invited musicians who will perform at the Halloween party at The Handlebar are purposefully selected to appeal to these age groups and audiences.

In conjunction with Foo Foo Festival's marketing team, 309 Punk Project will promote HalloZine Fest through channels such as Meta ads, print ads, news outlets (print, radio, and web), and online event calendars, including pages that promote zine festivals all over the country. As a collaborative event, HalloZine Fest leverages the collective impact of the participating businesses, organizations, and artists, which have more than 50,000 followers combined on Instagram alone. Participating organizations and artists will market the event to their existing audiences through their own social media outlets, mailing lists, and websites. The marketing plan also reaches beyond our local area through social media campaigns and regional media that target our demographic. Being a part of Foo Foo Fest amplifies the existing marketing efforts and appeal of HalloZine Fest.

HalloZine Fest has embraced the spooky theme by developing a logo that features a cute ghost reading a zine. If we are a grant recipient, all of the marketing and promotions will include the Foo Foo Fest logo and will alert attendees that HalloZine Fest is a part of the Foo Foo Festival.

5. Target Audience:

HalloZine Fest is somewhat of a niche event, although it appeals to a wide age range. The expected audience spans the ages of 13 to 60 – members of Gen Z, Millennials, and Gen X – who all witnessed bursts in the popularity of zine culture during their formative years. HalloZine Fest appeals to Gen Xers (age 45-60) who came of age during the 1990s, when zines were integral to the alternative rock, grunge, and punk music explosions of that era. At the same time, the fest appeals to Millennials (age 29-44) and Gen Z (age 13-28), who are now rediscovering zine culture and reinventing the art form while also creating video content about their work and sharing on social media. Voices of Pensacola has a crowd capacity of 100 people, and we are confident that we will reach capacity for both days of this event.

7. Infrastructure and Staff to Deliver Programming and Back-Up Plan:

309 Punk Project has a proven track record of executing two successful previous Night on the Tracks events in association with Foo Foo Festival. Additionally, since 2021, 309 Punk Project has hosted more than 40 Artists in Residence, each delivering public programming, and we have organized more than a dozen well-received collaborative events such as markets, exhibitions, and film screenings. We have an

engaged Board of Directors and team of volunteers who help to make these events run smoothly, and we have the skills in event planning, curating, exhibiting, and hosting to do what needs to be done.

For previous Foo Foo Fests, 309 Punk Project has held Night on the Tracks events with significant outdoor components. While weather has never halted these events, rain forecasts may have affected turnouts. This proposed event, HalloZine Fest, is an indoor event scheduled to be held at Voices of Pensacola, so the event will not be affected by inclement weather. The Voices museum space will be transformed into a tribute to zine culture with interactive art stations, an exhibition of zine art from the 1980s to present-day, projections, music of the decades, and colorful vendor tables.

8. Resources to Manage and Comply with Financial Expectations:

HalloZine Festival is being planned, organized, and executed by a core team of local artists and zine enthusiasts with 309 Punk Project as the lead organizer. Previous 309 Punk Project events have been wildly successful, and each event has prompted reflection on ways to improve and engage new audiences.

309 Punk Project is the lead organizer and applicant for the ACE Foo Foo Fest grant and will be responsible for complying with all financial reporting requirements. As a prior successful grantee, 309 Punk Project successfully adhered to all requirements and submitted necessary documentation in a timely manner. Furthermore, as a small non-profit, we have demonstrated great fiscal responsibility and ability to adhere to a strict budget and all legal and fiduciary requirements. 309 Punk Project has no paid staff. Daily operations are collaboratively managed by two directors and a special projects coordinator who are volunteers. Each member of the three-person team has vast experience in operating non-profit organizations and arts projects. The board of 309 Punk Project consists of working artists, an attorney, a professional grant writer, and a director of a non-profit organization, each with experience in managing funds and complying with financial reporting requirements that will be utilized for the successful execution and reporting of this grant.

Once the grant award is announced, the board will again develop processes such as calendar entries and board agenda items to support the achievement of all parameters. 309 Punk Project has an existing system and timeline for planning events, and Foo Foo Fest grant requirements will be folded into that system and timeline for seamless execution and compliance.

9. Measurements for Validating Return on Investment or Program Success:

The success of HalloZine Fest will be measured by the number of attendees to the event, the number and experience of vendors and participating organizations, demographics for attendees according to our target audience profile, completion of Foo Foo Festival audience surveys to report visit info as well as travel and housing information, and the number of online interactions via social media and web traffic. The enjoyment of fest attendees will create satisfied visitors who return to the Pensacola area.

HalloZine Fest requires registration for vendors and participants as well as attendees. During check-in at the event, attendees will be invited to complete a survey. Additionally, contact information collected during registration will be utilized to email out surveys immediately after the event for a wide reach and opportunity for survey completion. Furthermore, the Foo "street crew" often is present at events such as these to pass out Foo swag and distribute survey information.

309 Punk Project will recognize Foo Foo Festival on all of our branded promotional materials. Additionally, Foo Foo Festival will be listed and credited in any press releases and posts and verbally acknowledged during interviews and during the event. As a previous Foo grantee, 309 is a willing and agreeable media partner, participating in multiple media interviews and on-air programming to promote Foo Foo Festival.

10. Use of Funds:

The budget for HalloZine Fest is realistic and appropriate to the size and scope of the event. The budget for this proposal is based on prior experience with similar events and was developed with input and price quotes from the parties involved in delivering goods and services for this event. 309 Punk Project's

fundraising apparatus and organizational resources (e.g., our patrons, donors, social media presence, cadre of volunteers, and positive regional reputation) will support the successful execution of this program.

Like other festivals of its nature, HalloZine Fest is a collaborative event that draws on the energy and passion of local arts and literary enthusiasts to produce an event that is greater than the sum of its parts. Participating organizations will provide significant in-kind services, including labor and materials. Meanwhile, Foo Foo Fest grant funding will make this vibrant zine festival possible by covering the cost of compensation for the artists and musicians and for services that elevate the quality and desirability of this event. The strong investment and in-kind contributions provided by the participating organizations, in conjunction with Foo Foo funding, makes this event a prudent use of public funds.

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.

309 Punk Project-Budget FFF-Nov 2025 for grant.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 "Liam O'Connell". The signature is fluid and cursive, with a large initial "L" and "O".