

**CITY OF GAUTIER
MEMORANDUM**

To: Samantha Abell, City Manager
From: Patty Huffman, Grants & Projects Manager
Through: Eric Meyer, Director of Economic Development and Planning Dept.
Date: September 10, 2012
Subject: Gautier Mullet & Music Fest Contribution- Cultural Support Fund

REQUEST:

The Economic Development and Planning Department requests City Council approval for a contribution in the amount of \$5,000.00 to the Gautier Mullet & Music Fest for support of the annual festival.

BACKGROUND:

The 22nd Annual Gautier Mullet and Music Fest will be held on Saturday, October 20th from 9:00 am – 6:00 pm and on Sunday, October 21st from 9:00 am – 5:00 pm. The free event features arts and craft vendors, live entertainment, heritage and educational displays, a children's area, classic cars, food booths, and the Mullet Toss. The City of Gautier also provides in-kind support services through Public Works and the Police Department for security, traffic control, set-up and logistics.

DISCUSSION:

As described in the City of Gautier's 2011-2012 Cultural Support Plan, the City recognizes family events that provide a "special sense of place" bring new residents and a growing number of visitors to Gautier each year. The winning entry for the festival's annual poster contest will be used for the official festival t-shirt design and promotional materials. The theme of this year's event is *Celebrating Gautier as Nature's Playground*.

RECOMMENDATION:

The Economic Development and Planning Department recommends authorization to contribute funds to the Gautier Mullet & Music Fest in the amount of \$5,000.00 as budgeted in the Cultural Support Plan.

City Council may:

- 1) Approve the financial contribution for the 2012 Gautier Mullet & Music Fest as requested;
- 2) Approve a different amount of funding; or
- 3) May decline to contribute a cash donation to the festival this year.

ATTACHMENT(S):

Gautier Mullet & Music Fest Sponsorship Request

Gautier Mullet & Music Fest
P.O. Box 852, Gautier, MS 39553
Phone: (228) 215-0828

gautiermulletfest@gmail.com
www.gautiermulletfest.com

Eric Meyer
City of Gautier
P.O. Box 670
Gautier, MS 39553



06/5/2012

Dear Mr. Meyer:

Thank you for The City of Gautier's past support of the Gautier Mullet and Music Fest. Each year we expand and enhance the festival. The 22nd Annual Gautier Mullet & Music Fest will be held October 20 – 21, 2012, in downtown Gautier. By promoting the Mullet Fest regionally, we draw families from along the Mississippi Gulf Coast, and from along the I-10 corridors through Alabama, Florida, and Louisiana. With this wide range of advertising markets, we provide businesses the opportunity for more exposure to new customers. Recently, we received regional acclaim as one of the **Top 20 events in the Southeast by the Southeast Tourism Society**. This status results in greater regional advertising, and includes advertising in AAA.

We are proud that this event is run completely by volunteers who spend their free time giving back to the City of Gautier and the Gulf Coast Community. 100% of event proceeds go directly into the event and are used for entertainment, contests, signs, and advertising.

Our festival's perpetual theme is "Celebrating Our Coastal Heritage". The Heritage & Educational Area highlights a variety of Historical, Wildlife, Ecological and Fisheries Exhibits, as well as Community Goodwill and Health & Safety Exhibits. The Heritage & Educational Area showcases local craftsmen giving live demonstrations of their craft. Our Heritage and Education vendors have featured the American Red Cross promoting fire safety, the Sandhill Crane Refuge promoting local awareness of our protected animals, as well as touch tanks for children to get up close and personal with sea urchins and fish.

We have a Major Entertainment Stage featuring many popular LIVE bands throughout the weekend and a Community Stage where new local artists, dance teams and school groups come to entertain. Our food vendors are fantastic, offering a wide range of local food fare, and our Arts and Crafts vendors bring local pottery, homemade jewelry, beautiful artwork, and so much more for us to enjoy.

Our 9,000 square foot Kids' Area has numerous giant blow-up multi-activity rides, sports games, and more. All are available FREE to attendees and are closely supervised by festival volunteers. Our Car and Motorcycle show, our Famous Mullet Toss Contest (Oh yes, we throw a real fish!), Essay Contest, and Art Contest, are just a few ways that the community participates in the festival.

NEW for 2012: **The Mullet Games**

Inspired by what is undisputedly the worst hair-do ever, "The Mullet," individuals and teams alike may choose to participate in the Mullet Games! In addition to the mullet toss, events will include: the mud slide, mud pit belly flop, toilet seat horseshoe competition, and grocery cart buggy race. The winners of the Mullet Games will reign as champions for an entire year.

Sponsorship opportunities:

The Mullet Fest committee is grateful for all donations. Special recognition is given at the following levels of sponsorship:

Civic Sponsors (donating \$200 - \$999) will receive the following:

- Company Name printed on Sponsorship Signs at the Festival
- Company Name printed in at least one local advertisement prior to the event*
- Company Name and Logo posted on the Gautier Mullet and Music Fest website
- Opportunity to get involved in your community and make a positive impact on those around you
- All donations qualify as a corporate tax deduction**

Corporate Sponsors (donating \$1,000 – up) in addition to the above will receive the following:

- Company Name/Logo on Main Stage Signage
- Company Name printed in all regional and local advertisements prior to event*
- Perpetual Sponsor Plaque with level of sponsorship
 - Bronze - \$1,000 - 1,999; Silver - \$2,000 - 2,999; Gold - \$3,500 - 4,999
 - Platinum - \$5,000 - up; if this interests you please call to discuss additional benefits.

Join us, and together we will make 2012, the best Mullet and Music Fest ever!

Sincerely,

Susan Parol

Susan Parol, Gautier Mullet and Music Fest Chair

gautiermulletfest@gmail.com

* Determined based on the date donation is received and processed.

**We do not give tax advice. We are qualified as a 501(c)(4) organization with the IRS and a charitable organization with the State of MS.

_____Please detach here and mail with check_____



2012 Gautier Mullet and Music Fest Sponsor

Company Name: _____ Website Address: _____
 Address: _____ Contact Name: _____
 City, State, Zip: _____ Contact Phone #: _____

Check Amount Enclosed: \$ _____ Email Address: _____

Make checks payable to: Gautier Mullet & Music Fest and mail to P.O. Box 852, Gautier, MS 39553

Please email your logo in jpeg format to gautiermulletfest@gmail.com

Internal Use Date Received: _____ Ads: _____ Web Updated: _____