CITY OF GAUTIER
MEMORANDUM

To: Samantha Abell, City Manager

From: Patty Huffman, Grants & Projects Manager

Through: Chandra Nicholson, Director of Economic Development and Planning Dept.

Date: August 26, 2014

Subject: 2014 Gautier Mullet & Music Fest Contribution- Cultural Support Fund

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REQUEST:

The Economic Development and Planning Department requests City Council authorization for a contribution in the amount of $5,000.00 to the 2014 Gautier Mullet & Music Fest for support of the annual festival.

BACKGROUND:

The 24th Annual Gautier Mullet and Music Fest will be held on Saturday, October 18th and Sunday, October 19th. 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 the Cultural Services Division and the Police Department for security, traffic control, set-up, and logistics.

DISCUSSION:

The City recognizes that family events provide a "special sense of place" and bring 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 Nature's Playground"*.

RECOMMENDATION:

The Economic Development and Planning Department recommends authorization to contribute funding 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 $5,000.00 financial contribution for the 2014 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 Letter

Gautier Mullet & Music Fest

August 16, 2014

Samantha Abell
City Manager
3305 Gautier Vancleave Rd.
P.O. Box 670
Gautier, MS 39553

Dear Samatha:

For 24 years, the **Gautier Mullet and Music Fest** have provided a fun-filled weekend for local families and regional visitors from Mississippi, Alabama, Florida and Louisiana. Our 2014 event promises to be bigger and better than ever with new headlining bands, new vendors, expanded children's activities and extensive local and regional media exposure and advertising for our sponsors.

The 2014 Sponsor Levels are as follows:

• **PLATINUM CORPORATE SPONSORS**	**$ 5000+**
• **GOLD CORPORATE SPONSORS**	**$ 3000- $4900**
• **SILVER CORPORATE SPONSORS**	**$ 2000- $2900**
• **BRONZE CORPORATE SPONSORS**	**$ 1000- $1999**
• **CIVIC SPONSORS (LOCAL BUSINESSES)**	**$ 200- $ 999**

The **Gautier Mullet and Music Fest** promotes the City of Gautier as *"Nature's Playground"* through beautification, image, and tourism. The proceeds from this event benefit the entire greater Gautier community by funding special city projects and improvements *without* utilizing our tax dollars. The festival is coordinated completely by volunteers, and **100% of the proceeds go directly to the community.** Additionally, the festival is sponsored by Gautier Pride - designated a 501(c)(3) by the Internal Revenue - making your contribution **100% tax deductible.**

The festival achieves its goals with the assistance of generous donations from our sponsors. **To maximize your advertising exposure, we request your verbal sponsorship commitment by August 30th.**

Join us and together we will make this the best **Gautier Mullet and Music Fest** ever! *Pray for good weather!*

Kindest Regards,

Ann Anderson

Ann Anderson
Mullet & Music Fest Sponsorship Coordinator

Approved per budget - Samantha Abell

SPONSORSHIP FORM IS ATTACHED