

**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.
Dante Elbin, Chief of Police
Jason Pugh, Director of Human Resources
Date: September 12, 2014
Subject: 2014 Gautier Mullet & Music Fest In-kind Contribution Request

REQUEST:

The Gautier Mullet & Music Fest Committee requests City Council authorization for in-kind support services to be provided by the City for the event scheduled for October 18 and 19, 2014.

BACKGROUND:

The 24th Annual Gautier Mullet and Music Fest will be held on Saturday, October 18th and on 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 has historically provided logistical support and security for this event.

DISCUSSION:

The Mullet Fest organizers have submitted a special event permit application requesting the following:

- Security and Traffic Direction
- Barricades and Set-up of Barricades
- Clean-up During and After the Event
- Trash Receptacles/Bags
- Staging and Fencing

The Police Department estimates that their in-kind contribution will equal \$2,393.00 based on four (4) full-time officers providing approximately 96 hours. The Cultural Services Division along with the Human Resource Department estimates approximately \$2,850 in in-kind costs for the requested materials, approximately 106 hours of labor (3 employees), and the use of equipment.

RECOMMENDATION:

The Economic Development and Planning Department recommends that City Council authorize the in-kind services requested by the Mullet Fest Committee since the event attracts both locals and visitors to the City. City Council may:

- 1) approve the in-kind contributions for the 2014 Gautier Mullet & Music Fest as requested;
- 2) approve a different amount of in-kind support; or
- 3) may decline to authorize in-kind support to the festival this year.

ATTACHMENT(S):

2014 Gautier Mullet & Music Fest Application for Special Event Permit

**MDA Tourism Division
TOURISM DEVELOPMENT GRANT CHECK LIST**

Gautier Mullet & Music Fest 2014

- Is the grant application typed?**
- Is the grant application signed?**
- Did you use only the space provided on the application?**
- Have you enclosed one original and three copies?**
- Is the anticipated media breakout form included with the application?**
- Is a letter of support included from the local tourism entity or unit of local government with the application? One will suffice.**
- Is the organization setup with a tax ID number?**
- Is the organization setup for Paymode?**

Mayor
Gordon T. Gollott

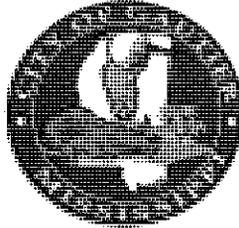
City of Gautier
Gautier, Mississippi

City Manager
Samantha D. Bell

Council

At Large Macy F. Martin
Ward 1 Johnny Jones
Ward 2 Hurley Ray Guillotte
Ward 3 Casey C. Vaughan
Ward 4 Charles "Rusty" Anderson
Ward 5 Adam D. Colledge

City Clerk
Cynthia Russell



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April 25, 2014

MDA Tourism Division
Tourism Development Grant
Post Office Box 849
Jackson, Mississippi 39205-0849
Attn: Leigh Portwood

Re: Gautier Mullet and Music Fest Grant application

Dear Ms. Portwood:

On behalf of the Gautier City Council, I would like to offer this letter of support for the Gautier Mullet & Music Fest's Tourism Development Grant application for the 2015 fiscal year. For many years, the Gautier City Council has approved a financial contribution to the festival as well as in-kind support services. This year's event marks the 24th Annual Gautier Mullet & Music Fest. The festival is one of our city's signature events and combines music, art contests, crafts, and games in a fun-filled two day event.

The event is held on the 3rd weekend of October and is scheduled this year for October 18th and 19th. Attendees enjoy the free admission, free parking, and free children's events as well as live music on two stages. The theme of the festival is "Celebrating Gautier as Nature's Playground". If awarded, grant funds would be used to expand the reach of the festival's current marketing and advertising to bring more tourists and people from outside the local area to the festival. The festival received \$4,000 in grant funding last year and benefitted from the increased advertising.

The City of Gautier and the Gautier Mullet & Music Fest Committee would appreciate consideration of this grant request again this year. Advertising and marketing provided through this grant funding will enable even more people to enjoy our community's hospitality.

Sincerely,

Gordon T. Gollott
Mayor

2. Please provide an estimated direct economic impact of the event (for example overnight visitation, anticipated increase in restaurant sales):

Since this festival is a two-day event, out-of-town vendors will likely have overnight stays. We expect some overnight stays from attendees as well since October is a popular tourism-related month on the Gulf Coast with several events held every weekend. Sales tax revenue will be generated at the various booths. Many attendees will take advantage of shopping, area restaurants, and gas stations.

3. Does this event demonstrate collaboration between more than one city, community, county, region, or Convention and Visitors Bureau? (Yes, No) If yes, please list the communities, counties, and organizations participating in event and their respective roles. Preference will be given to event that creates regional partnerships/collaborations:

The Gautier Mullet & Music Fest is advertised by both the Jackson County Chamber of Commerce and the MS Gulf Coast Visitors & Convention Bureau. The Festival provides free booths to many civic and educational groups. In addition to financial sponsorship, the City of Gautier provides in-kind services through the Cultural Services Division, the Police Department, and Clearwater Solution's Public Works Department.

4. How will the event improve the image of the community, region and/or State of Mississippi?

The Mullet & Music Fest promotes a positive image of the City and the region through its promotional activities such as the art contests and advertising of the event as a fun-filled, family-focused festival that celebrates our heritage and coastal environment. The Mullet Toss draws 1,000 contestants annually who test their tossing skills in order to win one of the coveted Mullet Toss trophies. The City's 42' tall fountain and sculpture is the festival's backdrop and promotes the City's Nature's Playground theme.

5. Please explain how this event will create or sustain part-time or full-time jobs:

The Gautier Mullet & Music Fest helps to sustain jobs for the vendors who participate in the event as well as those jobs that provide services such as advertising and equipment rental. The event helps to promote our creative economy by promoting local artists and musicians, and brings people to the Gulf Coast who support other local businesses such as restaurants, gas stations, shops, and recreational activities.

6. Give a brief description of the intended market for this event- 25 word maximum:

The festival focus is to attract a varied audience by including activities that appeal to adults and children, both locals and out-of-town visitors.

Anticipated Media Breakout Form must be completed and submitted with application.

**MDA Tourism Division
Tourism Development Grant
Anticipated Media Breakout Form**

Logo required on all advertising

PRINT MEDIA (Newspaper, Magazine)

Name of Publication	Designated Market Area (city/county)	Net Cost Newspaper	Net Cost Magazine	Print Materials
Mississippi Press	Jackson County	\$500.00		
South MS Coast's Observer	MS Coast		\$200.00	
Coffee News	Jackson Co., Gulfport, Biloxi- D'Iberville	\$75.00		
South MS Living	Hancock, Harrison and Jackson Counties		\$600.00	
Rack Card Publication	Hancock, Harrison and Jackson Counties			\$225.00

Total Newspaper: \$575.00

Total Magazine: \$800.00

Total Rack Cards: \$225.00

TOTAL PRINT MEDIA: \$ 1,600.00 BROADCAST

MEDIA (Radio, TV)

Name of Radio/TV Station	Designated Market Area (city/county)	Net Cost Radio	Net Cost Television
Clear Channel Radio	WBUV-FM WKNN-FM WMJY-FM WQYZ-FM 925FMthebeat.com K99FM.com Magic937.com NewsRadio1049FM.com	\$3,350.00	
Studio I Productions: (Cable Advertising in AL, LA; Cable One Advertising in MS; and WKFK-TV in AL and MS and WGUD -TV in MS	Lower AL Eastern LA South MS		\$2,400.00

Total Radio: \$3,350.00

Total Television: \$2,400.00

TOTAL BROADCAST MEDIA: \$5,750.00

BILLBOARDS

Name of Supplier	Location	Net Space Cost
Lamar Advertising	I-10	\$850.00

TOTAL BILLBOARD: \$850.00

INTERNET MEDIA (Social Media and Banner ads)

Source of Placement	Description	Net Cost
City of Gautier	City website posts, Facebook and Twitter	No charge

TOTAL INTERNET MEDIA: \$ N/A

WEB SITE DEVELOPMENT / DESIGN / UPGRADES (Event related)

Expense Description	Total Cost
Volunteer website design/maintenance	No charge

Total WEB SITE DEVELOPMENT: \$ N/A

TOTAL ADVERTISING PROGRAM: \$8,200.00

TOTAL STATE FUNDS REQUESTED: \$5,000.00

We realize that media placement plans and associated costs may change, however knowing your anticipated media plan will assist us in better evaluating your grant application.