

Joint Effort Marketing Grant Application Form

Type of Event: New Event – Year 1

Event Name: Betty Boop Festival Wisconsin

Event Date: August 6 – 8, 2010

Name of Applicant: Heart of Wisconsin Community Inc.

Employer ID#: 39-0777810

Address of Organization: Heart of Wisconsin Business Alliance 1120 Lincoln St
Wisconsin Rapids, WI 54494

Physical Address: Heart of Wisconsin Business Alliance
Wisconsin Rapids, WI 54494

County: Wood County

Name / Title of person filling out application: Cathy Meils, Co-Chair Betty Boop Festival Wisconsin

Phone: (715)424-7518 or (715)423-3863 (Mary Olson, Co-Chair)

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Web Address: <http://bettyboopfestivalwi.com/>

Amount of JEM request: \$39,500

Project Description

The Betty Boop Festival Wisconsin committee, under the umbrella of the Heart of Wisconsin Community Inc. and with the guidance of the Wisconsin Rapids Area Convention & Visitors Bureau, plans a three day festival to launch August 6, 7, and 8, 2010, marking the 80th anniversary of the cartoon character Betty Boop, originally drawn by Wisconsin Rapids native son and renowned American animator Grim Natwick. The festival will take place in downtown Wisconsin Rapids, in partnership with the city, leading cultural organizations, and local businesses.

The genesis for this new event was the nationally recognized Community Progress Initiative (CPI, a joint effort of the Community Foundation of South Wood County and the Heart of Wisconsin Business Alliance). CPI encouraged the development of citizen-driven groups to revitalize the area after the loss of some 4,000 jobs from the sales, closures, and restructuring of the local paper mill industry over the past 10 years. One of the groups, the Arts and Heritage Cluster, focused on enriching the local community through our artistic and historical assets. In early 2008, the Betty Boop committee was formed.

The heart and inspiration of the festival is Grim Natwick; the festival's icon is one of his most famous characters, Betty Boop, which also gives the festival its title, invoking immediate world-wide name recognition and a sense of fun.

Wisconsin Rapids is located in the center of the state, on the Wisconsin River. The festival will take place in four primary locations in the historic downtown district on both sides of the Wisconsin River. The festival's main events and venues are within walking distance of each other.

Our mission is to create a new event on the annual Wisconsin calendar with the potential to attract visitors from beyond the typical range. Response to the festival plans thus far indicates the Betty Boop Festival Wisconsin is on the path to become a highlight on the events calendar for Wisconsin Rapids and the state. We intend to use festival to inform out-of-town tourists of other events and destinations in the area, such as the cranberry industry, paper industry, and Historic Point Basse. The festival will increase attendance at area cultural venues -- the South Wood County Historical Museum, Central Wisconsin Cultural Center, McMillan Library -- and raise awareness of the contributions of native son Grim Natwick and his impact on the art of animation. Tourists will be encouraged to sample other events and features around the area including the cranberry industry and fall harvest, a Corvettes of the North event, the area's history as a paper industry center, and a series of murals in downtown Wisconsin Rapids that have been created over the past three years. The festival aims to increase the range of tourists that pass through Wisconsin Rapids, offering them multiple reasons to return for future events.

In doing so, we hope to bring \$250,000 in tourism dollars to Wisconsin Rapids and the surrounding area.

The Betty Boop Festival Wisconsin will consist of the following events:

- An exhibit of the works of Grim Natwick, on loan from ASIFA-Hollywood (the International Animated Film Society), with talks and tours led by ASIFA Director (and Grim Natwick expert) Stephen Worth, held at the South Wood County Historical Museum.
- The Grim Natwick Animated Film Festival, featuring Betty Boop cartoons, films from Wisconsin animators, local animators, Treasures from the ASIFA Archives, and the award-winning Betty-Boop influenced film "Sita Sings the Blues". The directors will be invited to the festival to introduce their films. The film screenings will be held in the Fine Arts Center of the McMillan Memorial Library. Screenings will be free of charge.
- A "Show and Shine" ride-in for motorcyclists. One of Betty Boop's biggest followings is Harley Davidson owners. The timing of the Betty Boop Festival Wisconsin will allow us to market the "Betty Boop Loop" ride on the way to the Sturgis, S.D., motorcycle gathering.
- A Betty Boop Bash, a fun-spirited dance with low admission charge, held in the Centralia Center (home to the town's senior center and community theatre) in downtown Wisconsin Rapids.
- Downtown vendors, a D.J., a children's Betty Boop Look-Alike contest, and a Betty Boop cut-out photo op, presented in cooperation with the City of Wisconsin Rapids and the City Center Committee.

- Betty Boop Collectables, a vendor and collectors event held at the Hotel Mead, a Betty Boop Festival sponsor.
- An exhibit from Guggenheim fellow and award-winning animator Nina Paley, presented at the Central Wisconsin Cultural Center, with the artist in attendance.
- A musical revue held at the Wisconsin Rapids Community Theatre.
- An official festival opening reception, with state dignitaries and local elected officials invited.
- The official unveiling of a Historical Marker honoring Grim Natwick, located on the bank of the Wisconsin River in downtown Wisconsin Rapids, across from Natwick's birthplace and near to the Wisconsin River Papermaking Museum.
- An ice-cream and "birthday cake" social held on the grounds of the South Wood County Historical Museum.
- A Betty Boop themed dinner held at the Hotel Mead.

The Betty Boop Festival Wisconsin has ignited enthusiasm and generated a strong family of partnerships. They include the Heart of Wisconsin Business Alliance, the Wisconsin Rapids Area Convention and Visitors Bureau, the South Wood County Historical Museum, the Central Wisconsin Cultural Center, the Centralia Center (site of the area's senior center), the Hotel Mead, Gannett newspapers of Central Wisconsin, Wisconsin Rapids Community Theatre, the Alexander House, the City Center Committee, the Central Wisconsin Film Festival of Stevens Point, the Rotary Club of Wisconsin Rapids, Locals on Stage (a presentation by ODC, which provides employment opportunities for people with disabilities), ASIFA-Hollywood (the international society of film animators), and local businesses.

Communications with organizations including the Community Foundation of South Wood County, the Wisconsin Arts Board, and the Wisconsin Humanities Council indicate strong support for the festival. A highly committed group of professionals in the arts, communications, and business has designed the festival concept over the past 18 months and is dedicated to creating a quality local event in with national appeal. With the intention of founding an ongoing festival, plans are being formulated with a 3-5 year outlook, both in terms of festival events and fund-raising. The festival budget has a built-in funding component, with sales of souvenir items and some admission charges funneled into starter funds for the 2011 Betty Boop Festival Wisconsin. The festival budget is designed to be flexible enough to absorb any shortfall in initial fund-raising goals, as well as to move any unexpected income into a fund to be used for future festivals.

Goals

- 1,000 adults will stay overnight (500 room nights in Wisconsin Rapids area hotels)
- 800 adults will rent campsites (400 campsites)
- 1,000 daytrippers will attend Betty Boop Festival events

Target Markets

The festival's primary geographical targets are day visitors from the Central Wisconsin region, overnight visitors from the state of Wisconsin (especially the East and South), and week-end visitors from neighboring states (Illinois, Iowa, Minnesota, Indiana, Michigan). As Betty Boop is an icon of motorcyclists, and Betty Boop herself has a dedicated fan club following, we also expect to attract some visitors from across the U.S. who are Betty Boop fans and/or motorcycle riders.

The festival will offer a variety of events appealing to all age groups. We are targeting families and children with the morning and afternoon animated film screenings, ice-cream and cake social, downtown vendors, and children's Betty Boop look-alike contest. We are targeting young adults with film screenings from Wisconsin animators and a Betty Boop Brew night. We are targeting middle and older adults with a

motorcycle ride, a Betty Boop Bash (dance), Betty Boop collectables, and art exhibits. The festival will have a popular as well as a cultural appeal. The variety of events being offered will keep visitors of diverse interests occupied for the entire event. The festival is not a “one size fits all,” but rather a range of events linked by Betty Boop and the world of animator Grim Natwick.

We anticipate that 1,000 of our visitors will be day-trippers (coming from a region of approximately 200,000 population), and 1,800 overnight stays.

Estimated Economic Impact

With 1,000 day trippers anticipated (estimating on the cautious side) and 1,800 overnight stays, some for two nights, we expect tourism spend of \$250,000 or more on lodging and food.

The 1,800 overnight stays break down to 1,000 room nights and 800 campsite nights. The festival and its vendors will have food and souvenir items for sale. In addition, we expect some increase in donations to local destinations, such as the South Wood County Humane Society.

	Avg. Cost per person	# people	Total cost
Hotel overnight visitors	\$126.24	1,000	\$126,240.00
Campsites	\$75.04	800	\$60,032
Retail, food & beverages – day trippers	\$40.10	1000	\$40,100
TOTALS			\$226,372

Marketing Plan

The festival kicks off its marketing plan with a 365-day count-down to the 80th anniversary of Betty Boop and the distribution of the first press release written in cooperation with King Features Syndicate and Fleischer Studios. The festival PR team is working with the Gannett Central Wisconsin group of newspapers to create a unique “spot Betty” photo feature, which will place a life-size Betty doll in various locations around the area. The Gannett group is promoting the festival in Wausau, Stevens Point, Marshfield, and Wisconsin Rapids. The PR team will run a festival blog and create a social media package to draw internet attention. A series of monthly press releases is being created, with individual press releases targeting special interest groups (including general tourism, history, arts/culture, Betty Boop fans, motorcycle enthusiasts).

The festival has created a website with information for visitors, vendors, and sponsors. Advertising sponsorships are signed with newspaper and negotiated with cable TV, and negotiations are underway for radio advertising sponsorship to cover the Central Wisconsin area. Beyond Central Wisconsin, the festival will be purchasing advertising in newspapers in the six state region including Wisconsin and its neighbors. Because of Gannett’s partnership with the festival and discounted rates beyond the local region, a good portion of the newspaper advertising budget will be spent on Gannett papers in Wisconsin to achieve highest impact for ad dollar.

The festival is advertising on the Sturgis, S.D. website, is purchasing website advertising on other social media, and is creating a Betty Boop Festival Wisconsin Facebook page. The Betty Boop Festival will be a prominent feature of the Convention and Visitors Bureau’s website and will appear on other websites, including the Heart of Wisconsin Business Alliance (chamber of commerce).

Outdoor billboard advertising is planned for highway 39, north of Wisconsin Dells and south of Wisconsin Rapids.

Magazine advertising will target Wisconsin tourists and motorcycle enthusiasts. The festival is already being promoted in the 2009 Wisconsin Rapids Visitor's Guide, and will have a prominent spot in the 2010 guide.

TV advertising and promotion will be focused on Wisconsin Public Television state-wide and Channels 7 and 9 in Wausau, and cable TV. The festival is also featured in an upcoming Discover Wisconsin tourism episode on Wood County.

In the months leading up to the festival, banners will be placed in the center of town to reach the general public. Flyers and promotional items will be distributed to convention groups in town throughout the year. Betty Boop herself will also be a prominent feature, with the character appearing at a fall 2009 talent show and as grand master of the Cranberry Blossom Festival in June 2010. Arrangements have been made to rent the official Betty Boop costume for summer 2010. A series of coffee and cocktail fundraisers starting in August 2009 and running through spring 2010 is designed to build local word-of-mouth.

Local and area businesses will be contacted regarding the festival, suggesting they look for ways to benefit from the festival and promote it with their own Betty Boop specials.

Tracking the Marketing Plan

Volunteers will track visitor information. The festival will use the Joint Effort Marketing Survey. The survey will be distributed at all six venues (Centralia Center for the Betty Boop Bash, Hotel Mead for the Collectibles vendors, McMillan Library for the Film Festival, Central Wisconsin Cultural Center for the art exhibit, South Wood County Historical Museum for the Grim Natwick/Betty Boop exhibit and ice cream & cake social, downtown Wisconsin Rapids for the Motorcycle Show & Shine and Betty Boop Look-Alike contest).

Raffles will be held as incentives to fill out questionnaires at several of the events. The raffle tickets will request name, address, phone number/email.

Visitors will be asked to complete only one questionnaire during the festival.

Visitors will be asked to sign registration books at venues indicating their address. At each of the venues (Historical Museum, Cultural Center, Betty Boop Bash, Motorcycle Show and Shine, Film Festival) volunteers will keep track of number of visitors. At the Betty Boop Bash and the Motorcycle Show and Shine, ticket sales and registration fees will be used to confirm number of attendees.

The festival website allows people to sign up for email alerts, with a request for zip code.

Hotels will offer a Betty Boop package and track visitor zip codes through the Convention and Visitors Bureau. The CVB will also track phone calls and quality hits to their website.

JEM Request: \$39,500

Promotional Budget

	JEM Dollars	Recipient Dollars/In-kind	Total Dollars
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Print Media:

Print Media advertising spend begins in June
Wisconsin Rapids Daily Tribune
(3) 2x8: \$837.60

(3) 3x5: \$785.40	0	1623.00	1623.00
Marshfield News Herald			
(3) 2x8: \$837.60			
(3) 3x5: \$785.40	0	1623.00	1623.00
Stevens Point Journal			
(3) 2x8: \$832.50			
(3) 3x5: \$780.30	0	1612.80	1612.80
Wausau Daily Herald			
(2) 2x8: \$1267.20			
(2) 3x5: \$1188	0	2455.20	2455.20
Central Wisconsin Sunday			
(4) 3x8: \$1920	0	1920.00	1920.00
Chicago Tribune			
Sunday Travel			
(1) 6"	1530.00	0	1530.00
Milwaukee Journal			
(2) 6"	800.00	0	800.00
Wisconsin State Journal			
Sunday Travel			
(1) 6"	380.00	0	380.00
Minneapolis Star Tribune			
Sunday Travel			
(1) 6"	1210.00	0	1210.00
St Paul Pioneer Press			
Sunday Travel & Life + Friday			
(3) 6"	980.00	0	980.00
Appleton Post-Crescent			
Sunday Travel			
(2) 8"	726.40	0	726.40
Green Bay Press-Gazette			
Sunday Travel			
(1) 6"	272.40	0	272.40
Wisconsin Trails	744.00	0	744.00
Cycle World			
(1) 1/6 page, 2-color	4865.00	0	4865.00
American Iron			
(1) 1/6 page, 2-color	4865.00	0	4865.00

Television:

Television advertising spend begins in July			
Cost of commercial	350.00	0	350.00
WSAU-TV, Wausau			
\$250 per 30 sec. ad			
3/day, 2 days/week, 3 weeks	4500.00	0	4500.00
WAOW-TV, Wausau			
\$250 per 30 sec. ad			
3/day, 2 days/week, 3 weeks	4500.00	0	4500.00
Charter Cable			
3 month info run	1117.20	1117.20	2234.40

Radio:

Radio advertising spend begins in late July
Midwest Communication
WOFM, Wausau

\$18 per 30 sec. ad			
3/day, daily for 2 weeks	756.00	0	756.00
WIFC, Wausau			
\$48 per 30 sec. ad			
4/day, daily for 7 days	1344.00	0	1344.00
WDEZ, Wausau			
\$48 per 30 sec. ad			
4/day, daily for 7 days	1344.00	0	1344.00
WDEZ/WRIG/WIFC/WIZD/WSAU/WOFM			
Minimum 25 spots/wk for 3 weeks	0	12750.00	12750.00
Minimum 15 live mentions/wk/3 wks	0	3480.00	3480.00
Live interviews, 1 per station	0	1200.00	1200.00
Live radio remotes and personal appearance	0	3000.00	3000.00

Web Media:

Web advertising spend begins in August 2009, JEM request begins in December 2009

Web Building	500.00	0	500.00
Website cost per year	240.00	0	240.00
Social Media coordinator			
52 weeks x 100	0	5200.00	5200.00
Facebook			
4,000 ads clicks	2000.00	1340.00	3340.00
Wisconsin Rapids Daily Tribune			
100,000 ROS blended per month			
3 months x 500	0	1500.00	1500.00
Marshfield News Herald			
100,000 ROS blended per month			
3 months x 500	0	1500.00	1500.00
Stevens Point Journal			
100,000 ROS blended per month			
3 months x 500	0	1500.00	1500.00
Wausau Daily Herald			
100,000 ROS blended per month			
3 months x 487.50	0	1462.50	1462.50
Sturgis, S.D. website	500.00	200.00	700.00
WDEZ/WRIG/WIFC/WIZD/WSAU/WOFM			
Logo and web link for 2 weeks		1650.00	1650.00

Publicity:

Publicity advertising spend begins in August 2009, No JEM funding requested

12 press releases x 200.000	0	2400.00	2400.00
Posters	0	300.00	300.00

Direct Mailing:

Direct Mailing begins in spring 2010

10,700 Postcards	0	7000.00	7000.00
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Outdoor Advertising:

Outdoor advertising spend begins in February 2010

1 billboard print	1176.00	0	1176.00
6 months x 800.00	4800.00	0	4800.00

Street Banners	0	750.00	750.00
<u>Research/Tracking:</u>	0	500.00	500.00
<u>Total Promotional Budget:</u>	39,500.00	56083.70	95,583.70

Operational Budget

	Recipient \$
	In-kind
Motorcycle meet/Vendors:	
D-J	400
Prizes	100
Port-a-potties, (3) 2 days	600
Historical Marker installation	3,900
Memorial Street Sign	500
Betty Boop Bash:	
Invitations	500
Beverages	2,000
Food	5,000 (In-kind)
Decorations	1,000
Room Rental	(In-kind)
Miscellaneous (name tags, signage)	250
Cocktail Fundraiser: Food and beverage:	1,000
Exhibit:	
Transportation of ASIFA exhibit	500
Insurance	500
Materials for display	500 (partial In-kind)
Travel expenses for ASIFA director/Grim Natwick expert	1,000
Honorarium	1,000
Hotel	400 (In-kind)
Film Festival	
Film rental	600
Postage/Insurance	250
Honorariums	1,000
Transportation (Guest Director)	1,000
Hotel (6 rooms, 2 nights)	1,200
Per Diems (10)	500
Transportation (5)	1,000
Rental of theater	510 (in-kind)

Receptions	300
Film Festival Brochure programme (1,000)	1,000
Brochure editor	1,500 (in-kind)
Betty Boop Revue	
Writers/ Song Royalties	1,500
Director	1,000
Musicians	1,000
Set	500
Costumes	500
Props, misc	300
Lights	200
Programs (800)	1,000
Theatre Rental	1,500 (in-kind)
Pre-festival Fundraising	
Invitations	250 (in-kind)
Personnel	
Festival Director	10,000
Administrator	5,000
Accountant	1,000
Office	
Rental @\$100/mo	1,200
Phone @\$100/mo	1,200
Postage	600
Ticket printing	1,000
Misc	1,000
Total Operational = \$56,960	