

LEGISLATIVE #

110211B

Fanfares and Fireworks 2012

University of Florida Division of Multimedia Properties
WRUF, Sportsradio 850/Country 1037, The Gator
Florida's 89.1, WUFT-FM
Florida's 5, WUFT-TV
WRUF-TV6

Fanfares and Fireworks

A History

- Event Launched as a Community Service by WUFT-TV and WUFT-FM in early 1980's. Continuous in 1990. Gainesville Community Band Involvement since 1990. Attendance averages 15,000-20,000.
- University has provided vast majority of revenue to cover the expenses for the event.
- UAA Provided \$10,000 in support in 2010.
- City of Gainesville was a \$5,400 sponsor in 2010.
- Sponsorships have been very challenging.

Fanfares and Fireworks Expenses 2010

- Pyrotechnics (Fireworks)
- Sound System/Lights
- Security/UPD
- Field Rental/Restrooms/Marketing
- Entertainment
- Technical Services
- Total for 2010: \$30,203.97

Fanfares and Fireworks: 2010



Fanfares and Fireworks: 2010



Fanfares and Fireworks: 2010



Fanfares and Fireworks: The Future

- Biggest Challenge: Consistent Funding!
 - State Funding Cut of +\$500,000 in FY11-12
 - Sponsorship \$ is More Challenging Than Ever
 - \$40,000 Base Budget for 2012 to Enhance the Pyrotechnics, Entertainment and Marketing
- Secondary Challenges:
 - Staffing (UF Media Properties Staff Reductions in 2011)
 - Is Location a Challenge or is it Ideal?
 - Community Partnerships

Fanfares and Fireworks 2012

- Thank you for Your Support!
- Randy Wright, Executive Director, Division of Multimedia Properties. College of Journalism & Communications. University of Florida
 - 352-392-5551, ext. 1114
 - rwright@jou.ufl.edu