

# ALABAMA TOURISM DEPARTMENT

## 2025 Legislative Event Grant Application

House Member Donna Givens

1. **Name of Applicant Organization** (as registered in STAARS) Baldwin County Commission Department of Archives and History

Please check one of the following as it pertains to this organization:

X Not-for-Profit as Registered with the Secretary of State of Alabama

       For Profit

2. **STAARS Vendor Customer Number** VC000137679 (MANDATORY)

To register in STAARS - <https://procurement.staars.alabama.gov/webapp/PRDVSSIX1/AtlSelfService> If you have any questions, or need assistance, please call the STAARS support line at (334)353-9000.

3. **Mailing Address** (Must match STAARS registration)

Street 312 Courthouse Square, Suite 26

City Bay Minette State AL Zip 36507

4. **Event Director** Felisha Anderson, Director of Archives and History/Special Historic Projects Coordinator

Telephone (251) 580-2572 Email fanderson@baldwincountyal.gov

5. **Individual Responsible for Signing Legal Documents** Commission Chairman

Telephone (251) 990-4620 Email Matt.McKenzie@baldwincountyal.gov

6. **Event Name** Christmas Lights Drive Through Display

7. **Event Date** (Restricted to 2025 Calendar Year) December 1 - December 23, 2025

8. **Total Event Budget** \$128,975.16 (Must attach copy of budget breakdown)

9. **Event Description** The Christmas Lights Drive-Through Display at Bicentennial Park is a premier holiday attraction that draws thousands of visitors to North Baldwin County each year. In 2024, the event welcomed 15, 142 guests with 6,917 traveling from out of town, showcasing its strong appeal beyond the local community. This drive through experience not only spreads holiday cheer but also serves as a significant driver of tourism, boosting the local economy as visitors dine, shop, and stay in the area. By bringing in new and returning guests, the event enhances North Baldwin County's reputation as a family-friendly destination, fostering community engagement and encouraging future tourism growth.

## 10. Local Economic Impact:

### A. Advertising Reach and Exposure

1. Approximately how many attendees do you anticipate will attend this event?  
15,000-20,000
2. Approximately how many visitors will come from outside Alabama? 9,000-10,000

### B. Benefit to Community

1. What benefits will this event bring to your community? Economically, it attracts thousands of visitors, increasing revenue for local businesses, restaurants, and hotels. The event also fosters community pride and engagement, providing a festive, family-friendly experience that brings people together. Additionally, it supports local organizations by creating volunteer opportunities and partnerships. By enhancing North Baldwin County's reputation as a holiday destination, the event encourages continued tourism growth, benefiting the community both socially and financially.
2. Provide any additional comments that support the economic impact of this event. The event drives economic growth by attracting thousands of visitors who spend money at local restaurants, shops, and hotels, providing a seasonal boost for businesses. With nearly 7,000 out-of-town guests, the display increases tourism revenue, supports local jobs, and encourages repeat visits, making it a valuable annual tradition for North Baldwin County's economy.

Event Director's Signature \_\_\_\_\_

Title Director of Archives and History Date February 20, 2025

Send **Complete** Application Packets **ONLY** – **Application, Budget Breakdown, and Legislative Support Letter** to:

Email: [grants@tourism.alabama.gov](mailto:grants@tourism.alabama.gov)

or mail to: Alabama Tourism Department  
Attn: Grant Coordinator  
PO Box 4927  
Montgomery, AL 36103-4927

**Applications must be postmarked by March 31, 2025**  
**Incomplete application packets will be returned**