

ALABAMA TOURISM DEPARTMENT

2025 Legislative Event Grant Application

Senate Member Chris Elliott

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 305 E. 2nd Street,

City Bay Minette State AL Zip 36507

4. **Event Director** Felisha Anderson

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

Individual Responsible for Signing Legal Documents Commission Chairman

5. Telephone (251) 990-4606 Email Matt.Mckenzie@baldwincountyal.gov

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

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

Event Director's Signature _____

Title Director of Archives and History

Date Feb. 25, 2025

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

Email: 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