

“Promoting Culture & Heritage”



Southern Cultural



Heritage Society



Cultural



Heritage

“CULTURE – HERITAGE – COMMUNITY WEALTH”

“Does Culture Produce Wealth, or Does Wealth Produce Culture?”

The Answer: ‘Culture creates Wealth’! Every immigrant who came to America brought their culture, heritage and traditions; and integrated them into their communities, and developed the assets to create generational wealth for their people and themselves. The English, Spanish, French, Dutch, Irish, Italian, Chinese and others brought their cultures, traditions, and heritage to America, and today each is an integral part of the culture, we classify as “American”. Our American Culture is made of various cultures and is constantly evolving, which makes us attractive to the rest of the world. The melting pot? No, depending on your culture, America is viewed as a salad, soup, or *GUMBO!!!!*

The African American Culture is no different. Slaves and immigrants from Africa and the Caribbean, brought to America their cultures, traditions, and heritage. Openly and in secret they continued to practice them, and many have survived for over four hundred years. Our music, art, dance, foods, and cultural tools are integrated in the mainstream culture and society. Unfortunately, seldom is any thought or recognition given to their origin, or their economic value. Each were placed into society without the originators recognizing that these assets can, and would be clustered in Black communities to duplicate the wealth that was created in the mainstream culture. It is the desire of the Florida Black Chamber economic development leadership to begin the journey by assisting the National Black Chamber implement its ‘National Cultural Heritage Initiative’. Thus, the Southern Cultural Heritage Society, the Art & Entertainment Network, The Cultural Heritage MarketPlace and the Florida State Black Tourism Center were created to celebrate and reclaim our cultural heritage, and to cluster cultural businesses in our traditional communities to create wealth and opportunities. Motown, Stax, BET, and other companies that produced jobs, opportunities and wealth, serving cultural needs, are evidence of this concept.

These entities to be developed, will bring to producers of cultural products and services, increased opportunities by marketing them to the Black Diaspora across the globe, via an e-commerce platform and network. The goal again being, to educate, connect national and global communities, create jobs, and opportunities. The initial focus will be on Cultural Tourism and Art & Entertainment.

'National Cultural Heritage Initiative'

The NATIONAL CULTURAL HERITAGE INITIATIVE was established to act as a catalyst for the marketing of the Culture and Heritage of Americans of African Decent, using tourism as a deliverable platform. The National Cultural Heritage Initiative focuses on businesses, organizations, and individuals in the following areas: Art, Entertainment, Hospitality, and Eateries.

Florida was chosen for development of the cultural heritage initiative because of the state's 'Multi-Cultural and Ethnic Diversity'. Florida's population has a rich cultural mixture of residents with diverse African Heritage, composed of multiple national and ethnic backgrounds. Florida truly represents the 'World' in its makeup and history. The state is not just Old South, Beaches, and Theme Parks, but has a population that are European, Latin American, Hispanic, Caribbean, African, and Asian ancestry and culture. All are "Proud Americans". Americans with one common bond, an appreciation of their individual heritages and cultures, intertwined with an appreciation for the international influence and with a flavor that is unique, but - Afro-Centric in its appearance. The uniqueness has proven to be a major contributor and economic bonus to the state's tourism industry; and has allowed Florida to become one of the top tourism destinations in the world by the successful marketing of its cultural diversity, to include the diverse Afro-Centric cultures as a part of its rich history.

Unfortunately, still too little is known about American Black Heritage and Culture. Although, several cities and states, including the States of Florida, Alabama, Mississippi, and Louisiana, have endeavored to correct this oversight, by publishing and marketing several critically acclaimed publications, including the Florida Black Heritage Trail publication. But there has never been an organized attempt to market and showcase the African American and Black Culture as a platform to the world, most importantly to the Global Black Diaspora. The National Black Chamber saw the need and the necessity to provide the answer the age-old cultural question of Black travelers to unknown cities, "Where are the Black Folks?" As a result of the need, the National Black Tourism Bureau and the Florida State Black Tourism Center was developed as a tourism marketing and information concept. The intent being to develop a platform and an information related product to market the African American Culture and Heritage, nationally and internationally, for the benefit and service to the African Americans and the Black Diaspora.

There also was an economic development goal. The goal was to create an e-commerce based network that would market and promote local minority owned businesses at an affordable price to the huge global travel market via a product that would increase participating businesses visibility and guarantee an increase in their customer base and profit. This increase would come from business travelers and tourists seeking their service in person or via the internet. To accomplish this, the National Black Chamber assisted in the development of a marketing network and distribution system that would insure the widest possible dissemination of information and advertisement through the creation of a National Black Chamber e-commerce marketing system, in partnership with major tourism and marketing agencies. The product being, cultural heritage tourism and travel guides that promote a state, city, community and culturally important businesses, products, services and locations to cultural travelers and tourists. The guides also serve as a local marketing product and can be used to enhance any business marketing campaign, because it is web-based; visible 24 hours a day, seven days a week, and can be sent by email to potential customers or downloaded via email by the customers from chamber and affiliates websites.

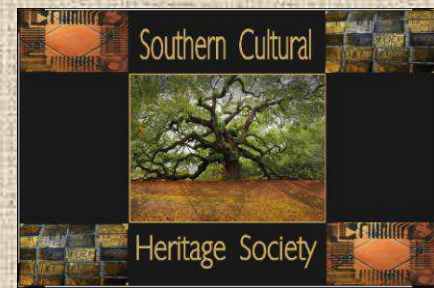
Here is how it works: The National Black Chamber Tourism Initiative is comprised of the following:

- **A national based portal has been created that will be used to market the African American Culture and Heritage globally. International affiliates will also be marketed. International, State and local chambers will be able to market their cities, communities, destinations, cultural events and historical locations to the global market by establishing a tourism center on the website. This can be done simply by naming a culturally knowledgeable person that will assist the National's representative in collecting information for placement on the National Black Tourism's Bureau's website. The website will be marketed nationally and internationally, guaranteeing global visibility.**

See: www.natblacktourism.com.

A National Cultural Heritage Initiative also created a product to market key heritage destinations that are of interest of cultural heritage and entertainment travelers. The National Cultural Heritage Guide will market Afro-Centric destinations and allow the placement of advertisement in support of cultural heritage tourism across the United States and the Caribbean.

“SOUTHERN CULTURAL HERITAGE SOCIETY NETWORK”



The Southern Cultural Heritage Society Network is an Independent Affiliate of the National and Florida Black Chamber. The Society was established to promote Southern Black Culture to a national and international audience. It is a membership organization. All Chambers and their members are welcomed to join. Networking and the sharing of knowledge are its primary purpose. Members are given opportunities to market their *products, services, crafts, skills, traditions, neighborhoods, communities, locations, and destinations*, to the *national and global market*.

The Southern Cultural Heritage Society membership focus:

Art & Entertainment

- Cultural Heritage Commerce
- Cultural Hospitality & Travel
- Cultural Eateries
- Cultural Museums
- HBCU Events
- Faith-based Cultural Events

Management: Executive Board

Executive Board Director: Helen Luster, Jackson, Mississippi

Cultural Heritage Consultant: Dr. K. Jabrina Howard

Stephanie Robinson, Pensacola, Florida

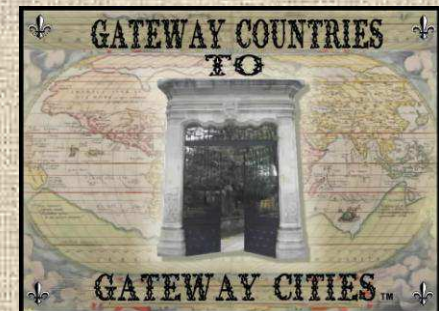
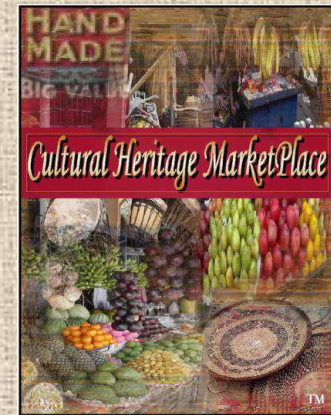
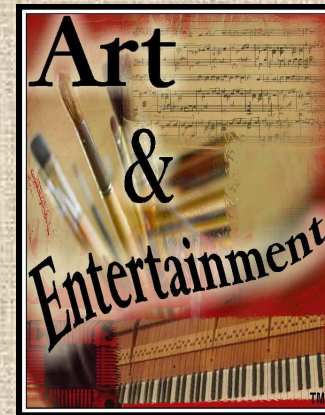
National Black Chamber Representative: Chuck Debow, Washington, D.C.

Resident Cultural Artist: Sonja Griffin Evans, Pensacola, Florida

Members:

Margie Jordan, Jacksonville, Florida

Kim Jennings, Pensacola, Florida



State Representative/Advisory Members:

Dr. K. Jabrina Howard – *Alabama,*

Helen Luster – *Mississippi*

Margie Jordan - *Florida*

Stephanie Robinson – *Georgia*

Sonja Griffin Evans – *South Carolina*

Kim Jennings- *Louisiana*

Vacant:

Tennessee

Texas

Consultants:

Marcus Baldwin (*Hospitality*)

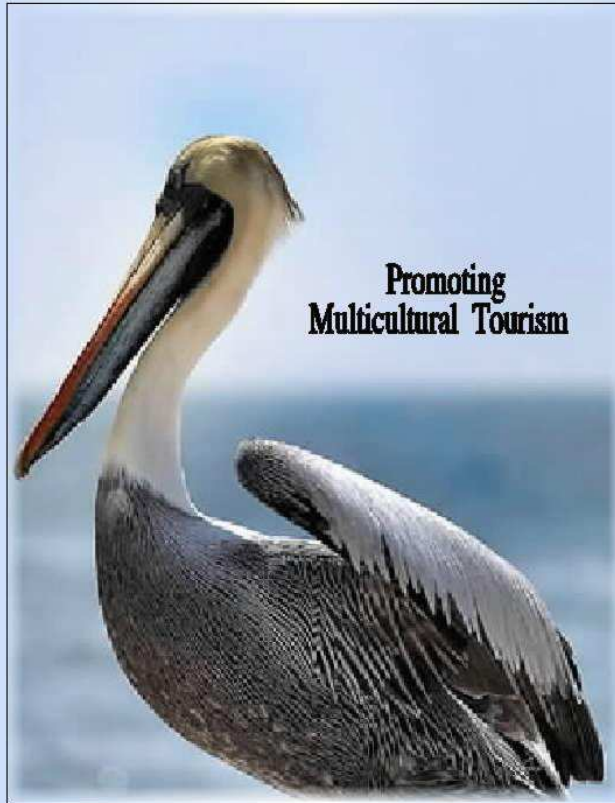
Brian McCreary (*Music*)

Mark Hopkins (*Cultural Museums/Art*)

Vivian Lamont (*Jazz*)

FLORIDA STATE BLACK TOURISM CENTER

WWW.FLORIDABLACKTOURISM.COM



Promoting
Multicultural Tourism

TM

Florida State Black
Tourism Center

“CULTURAL TOURISM”

Florida State Black Tourism Center (FSBTC): Was created as an organization under the Florida Black Chamber and in support of the National Black Chamber’s “National Cultural Heritage Initiative”. Florida’s number one industry is “Tourism”! Its minority communities and businesses receive only a small portion of the financial benefits from this industry, although a very large number of African Americans travel to Florida to attend conventions, conferences, and to visit our many diverse attraction and entertainment venues. The Florida State Black Tourism Center will assist the state in marketing our cultural heritage businesses and assisting visitors who contact us for information.

The Florida State Black Tourism Center is responsible for identifying and marketing significant cultural heritage sites, locations, and destinations throughout the state in a dedicated Multi-Cultural Program, that will ensure inclusion of key African American historical locations. Every marketing effort will be made to market Florida to the Black Diaspora of the Caribbean, Brazil, Spain, France, Britain, and of course, Africa. The goal is to market Florida as a destination, and introduce minority businesses to global and national business travelers and tourists. The Florida State Black Tourism Center’s Director will assist the President, Florida Black Chamber to carry out duties in support of the National Black Chamber’s “Cultural Heritage Initiative” for Tourism Development and assist in the production of the National Cultural Heritage e-Guide, The Southern Cultural Heritage e-Guide, and The Florida Cultural Heritage Tourism Guide.

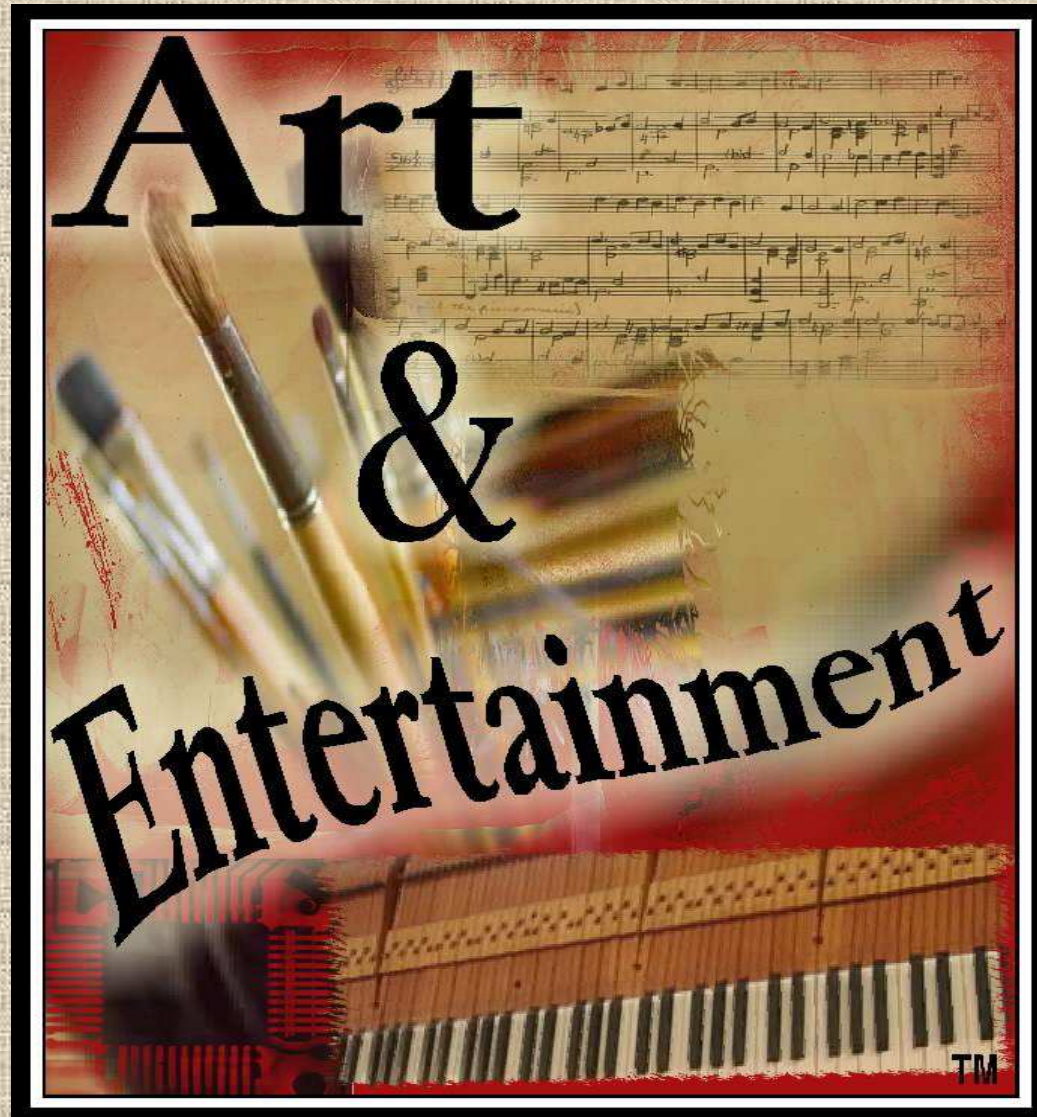
Management: Director and an Advisory Board

Florida State Black Tourism Director: Margie Jordan, Jacksonville, Florida

Assistant Director: Marcus Baldwin, Pensacola, Florida

Resident Artist: Sonja Griffin Evans, Pensacola, Florida

THE ART & ENTERTAINMENT NETWORK



TM

“ART & ENTERTAINMENT NETWORK”

ART & ENTERTAINMENT NETWORK (A&E Network): The Art and Entertainment Network is a global program that supports the National Black Chamber’s “National Cultural Heritage Initiative” assigned to the Florida Black Chamber for management. The A & E Network is responsible for marketing and exposing artists and entertainers, and creating venues and marketing opportunities in support of the Art and Entertainment industry. It is essential that such a major industry, comprising of millions of professionals and amateurs in our country, be given the opportunity to become accepted and marketed as other businesses and industries, and clustered for the creation of wealth for our culture. It is time for us, as chamber professionals, to recognize the importance of this industry and recruit artist and entertainers as chamber members.

The A & E Network will assist the National Black Chamber, Director for Florida, in carrying out this mandate, and assisting in the expansion of the program, as a part of the National Black Chamber’s “National Cultural Heritage Initiative”, to include, the production and distribution of the *National Cultural Heritage Guide* that will promote artist, authors, entertainers, and cultural destinations in the United States and the Black Diaspora.

Management: Director and Advisory Board

National Director: Landers “Butch” Pierce, Altadena, California

Dr. K. Jabrina Howard, Director, Southern Cultural Heritage Society Network

Members: Chuck Debow, Washington, D.C., National Black Chamber Representative

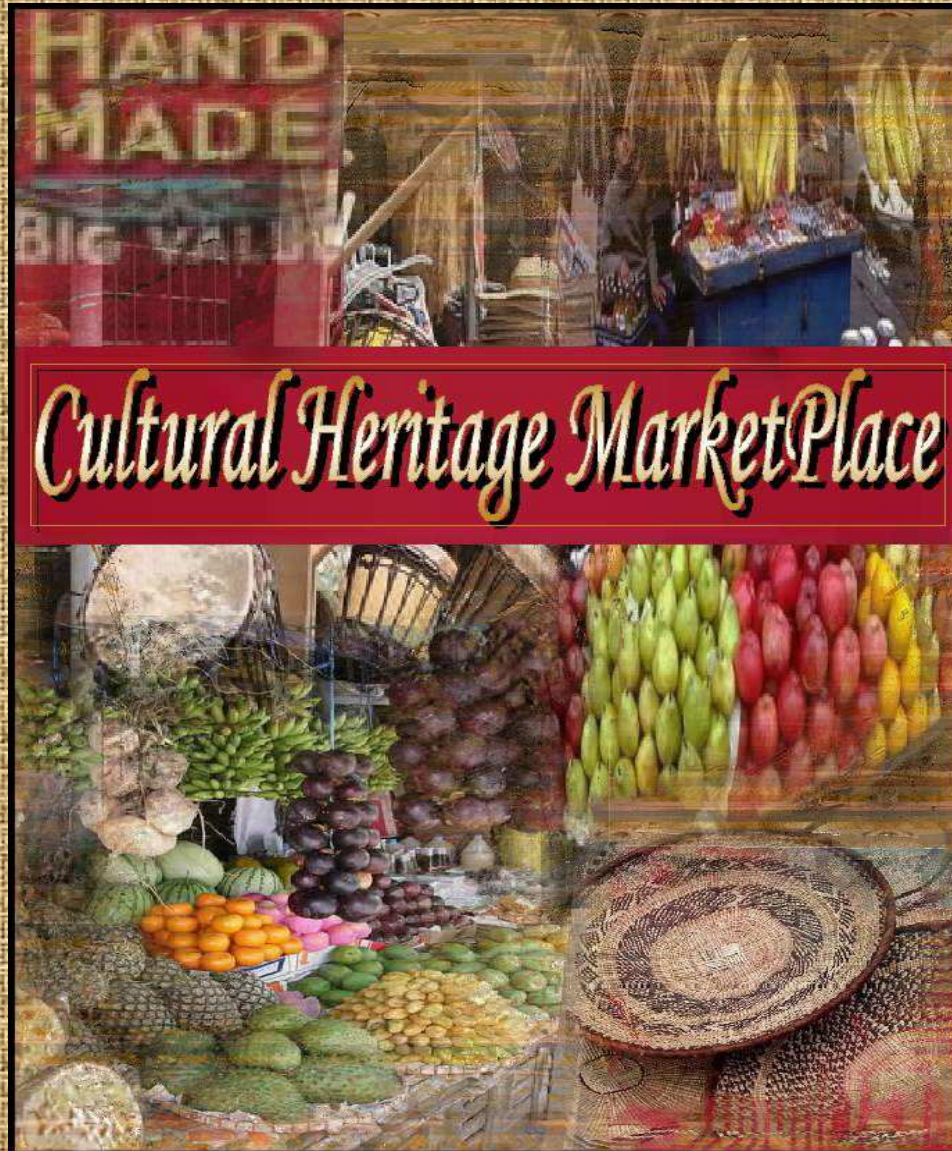
Eugene Franklin, President/CEO, Florida Black Chamber, Pensacola, Florida

Helen Luster, Executive Director, Mississippi Black Chamber, Jackson, Mississippi

Hank Harris, CEO, National Black Tourism Bureau, Pensacola, Florida



THE CULTURAL HERITAGE MARKETPLACE



Cultural Heritage Marketplace

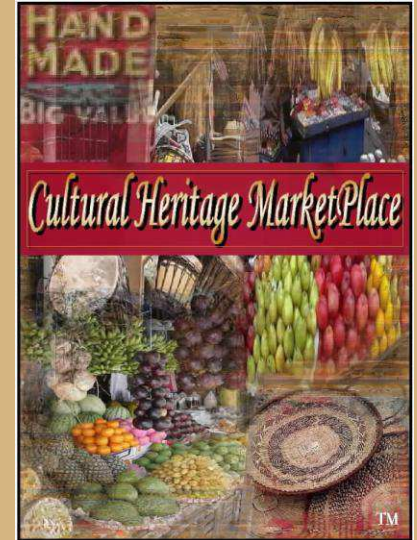
“CULTURAL HERITAGE MARKETPLACE”

THE CULTURAL HERITAGE MARKETPLACE (THE MARKETPLACE): An affiliate of the Southern Cultural Heritage Society Network. **THE MARKETPLACE** was created to provide various marketing strategies through advertisement and website links, to small and disadvantaged businesses, and to promote corporations seeking to advertise in a culturally diverse marketplace. The Marketplace is managed in partnership with the Florida Black Chamber in an alliance to promote and advertise minority owned businesses in support of The Virtual Chamber of Commerce and National Black Chamber of Commerce members. The target being, “The Global Market Place”.

Management: Director and Advisory Board

Director: Lamont Floyd, Jacksonville, Florida

National Black Chamber Representative: Chuck Debow, Washington, D.C.

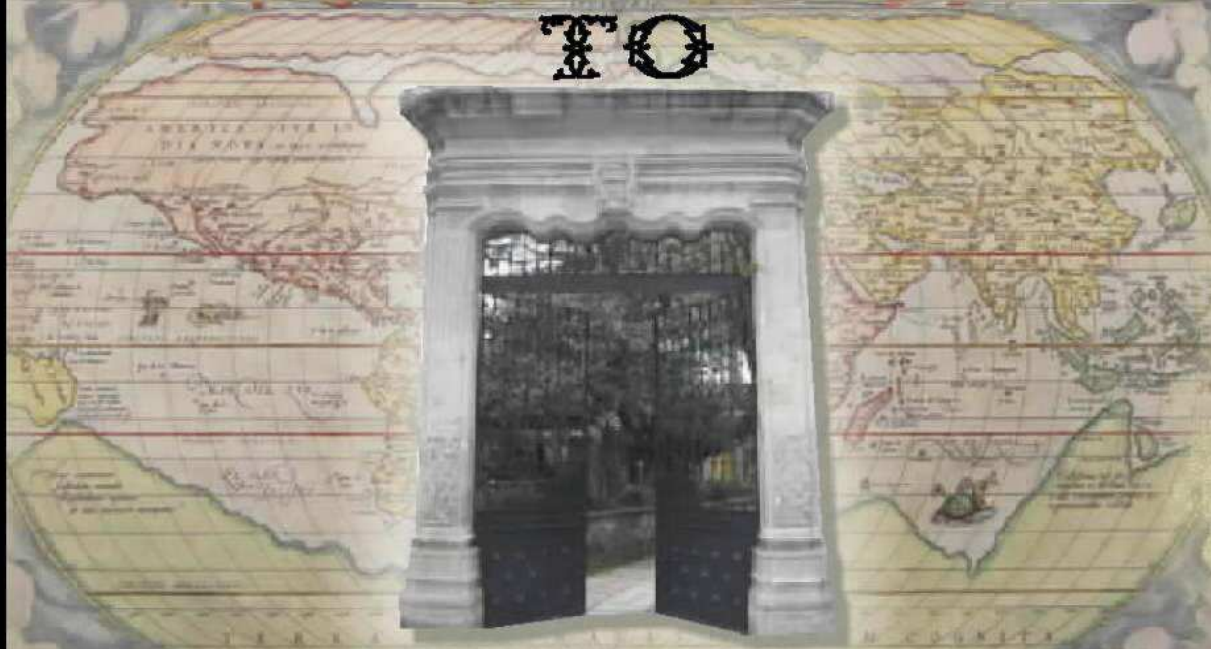




GATEWAY COUNTRIES



TO



GATEWAY CITIES TM



“GATEWAY COUNTRIES TO GATEWAY CITIES”

GATEWAY COUNTRIES TO GATEWAY CITIES (GCGC): Gateway Countries to Gateway Cities is an Independent Affiliate created by the National Black Chamber, Director for Florida to support the National Black Chamber’s “International Cultural Economics Development Projects”. The primary objective of GCGC is to promote Global Cultural Economics among the countries significant to the Black Diaspora. It celebrates the cultures and shares market opportunities. The intent being, trade, travel and knowledge exchanges. Promoting “Cultural Diversity”, nationally and international, via a common link to the global marketplace is its objective. It is a membership organization. Chambers and their members are welcomed to join. Networking and the sharing of knowledge are its primary purpose. Members are given opportunities to promote trade and travel, and to market their *products, services, crafts, skills, traditions, historical sites, festivals, and tourist destinations*, to the U.S. and the global market.

Prospective website: <http://sites.securemc.com/folder21671/>

Countries: United States, Canada, Spain, Great Britain, France, Bahamas, Jamaica, Canary Islands, Ghana, Belize, Brazil, Liberia, South Africa and others to be determined.

Cities: Pensacola, St. Augustine, Miami, Orlando, Jacksonville, Mobile, New Orleans, Jackson, Chicago, Washington, D.C., Dallas, San Antonio, New York, Indianapolis, and others to be determined.

The Gateway Countries to Gateway Cities membership focus:

Trade and Travel Opportunities, Art & Entertainment, Cultural Heritage Exchanges, Cultural Events, Faith-based Programs and Cultural Lectures and Seminars

Management: Executive Director and Advisory Board

Contacts: Eugene Franklin, Raphael Louis, and Chuck Debow

New signs along old trails, from Europe, Africa and Asia in the "Old World" Through The Bahamas in 1492, to Florida and the "New World"

Celebrating Trade, Travel, Transformation Culture, Commerce & Community

The year 1492 marked the beginning of the end for exploring and discovering new geophysical worlds. Over 500 years later we have arrived at a point in our explorations where there remains only spiritual worlds to be discovered. The "New Marketplace", the one they call the "information" or "knowledge economy", is evidence of this fact.

The "New Marketplace" or "knowledge economy" is a physical representation of a spiritual world we are now beginning to discover. Some of us increasingly comprehend that the rules governing the Spiritual World are the same as those that guide the "New Marketplace". Just as the spiritual world is deeply influenced by our attitudes and our relationships; likewise, success in the "New Marketplace" is largely dependent upon our renewed commitment to improving our attitudes and building great relationships. Attitude will indeed determine altitude in the "New Marketplace".

Information and knowledge will only be utilized properly when we gain a thorough understanding of culture in the "New and Old Worlds". Likewise, the "information" and "knowledge economy" will only realize its maximum value when we achieve an intelligent understanding of Spirit in the Spiritual World. The degree to which we develop culturally is the exact degree to which our physical and Spiritual Worlds develop.

Gateway Countries to Gateway Cities (GCGC) effectively applies time-tested cultural principles that produce optimum socio-economic development in the "New and Old Worlds". Similar to the Marco Polo era and other historical examples, GC to GC recognized the cultural and heritage routes of the "Old and New Worlds," are as the roots of the "New Marketplace". Gateway Countries to Gateway Cities supports the idea that the "New Marketplace" will currently thrive best in the "New World". Nevertheless, it promotes and celebrates the "New Marketplace" globally through the formation of strategic socio-economic linkages with countries in both the "New World" and the "Old World". Of significance, it recognizes Europe and the West African country of Ghana with its "Joseph Project" as important Gateways to the heritage routes of the New World, but The Bahamas is regarded as the Gateway Country to "New World" and Florida, the "Gateway State".

Gateway Countries to Gateway Cities:

- 1. Establishes Gateway Trade, Travel and Transformation Centers to promote effective socio-economic development perspectives for individual, organizational and community development, including community-based socio-economic development.**
- 2. Assists Chambers of Commerce to become more effective in reaching deeper and more broadly into the marketplace by creating within each chamber, a Culture, Commerce and Community Desk (C3 Desk) that integrates different socio-economic perspectives“.**
- 3. Uses cultural explanations to describe the physical and spiritual resources of the "New World" and the "New Marketplace“, thereby assisting individuals and organizations to more easily capitalize on the available wealth.**
- 4. Designs and implements tourism packages for greater experiences of the "New Marketplace and the "New World" and focuses on developing new attitudes and improving relationships by "taking" individuals and organizations back to the "Old World" through Ghana and "The Joseph Project“, thereby, rebuilding the spiritual and economical bridges that reconnect the old and the new.**

Greetings!!!!

I am requesting your support the of the Florida Cultural Heritage Tourism Initiative by advertising your business, destination, or event in the Florida Cultural Heritage Guide; or assisting us by personally forwarding this presentation to someone may be interested in advertising in our Guide. I would be most grateful!

The Florida Black Chamber of Commerce, with affiliate support from the Florida State Black Tourism Center, is finalizing the production of the "Florida Cultural Heritage Guide 2009". The "Florida Guide 2009" will be produced in a digital format by a national tourism marketing and distribution company. It will be distributed to over 6 Million Tourists and Travelers that have requested cultural heritage information in Florida's major cities. The ads are very affordable for all levels of businesses, government agencies, community organizations and non-profits that desire to advertise in the tourism and travel marketplace.

The Florida Cultural Heritage Guide is designed to promote cultural heritage information about our state, with an emphasis on, inclusion. In this effort, the Florida Black Chamber is partnering with local chambers, businesses, non-profits and diversity- sensitive advertising agencies to ensure marketing success. The objective of this entire campaign is to market businesses, hotels, restaurants, and attractions to the multi-cultural traveler. We are dedicated to promoting the beautiful state of Florida, our cities, communities, destinations, attractions, and the businesses that will be of interest to cultural heritage tourists and travelers, ensuring "inclusion, as it relates to all culture and minority participation".

The below are attached to give you an example of the digital guide marketing platforms.

Click Below:

The Pensacola Guide: <http://www.nxtbook.com/nxtbooks/questex/nbtb-pensacola/>

The Florida Trails: <http://www.nxtbook.com/nxtbooks/milesmedia/floridat>

Imagine your advertisement in the Florida Cultural Heritage Guide!

God Bless,

L. Franklin

Gene Franklin

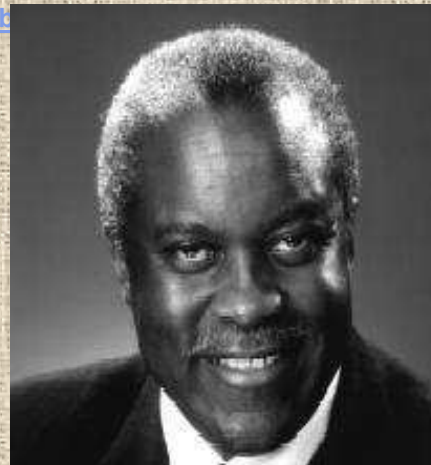
President/CEO, Florida Black Chamber of Commerce

Phone: 850-525-7916

Email: gene.franklin@floridabcc.com

Website: www.floridabcc.com

www.floridablacktourism.com



Florida Cultural Heritage Visitor's Guide 2009 Advertisement Pricing

"Celebrating 450 years of Florida!"

GUIDE ADVERTISING COSTS:

<u>AD SIZE</u>	<u>DIMENSIONS</u>	<u>PRICES</u>
Full Page	W 8" x H 10.50"	\$1000
1/2 Page H	W 8" x H 10.50"	500
1/2 Page V	W 4" x H 10.50"	500
1/4 Page H	W 4" x H 5.25"	250
1/4 Page V	W 5.25 x H 4"	250

PREMIUM POSITIONS

	<u>PRICES</u>
Inside Front Cover	\$2500
Back Cover	2500
Double Page	2500

DIGITAL FILE FORMATS

We accept the following file types:

- PDF – high resolution (1200 dpi) All images & fonts (including screen and Printer) must be embedded in PDF.
 - EPS File saved out of Illustrator, Freehand, Photoshop
- All fonts MUST be converted to outlines including in placed images/logs. Watch for stray points. All color must be CMYK.
- TIFF file save out of Photoshop (1200 dpi), CMYK mode, No LZW compression.
 - Request E-MAIL Digital ad files in jpeg format email address or mail on disc to business address below.
 - 5" RULED frame MAY be placed on ads.
 - Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.

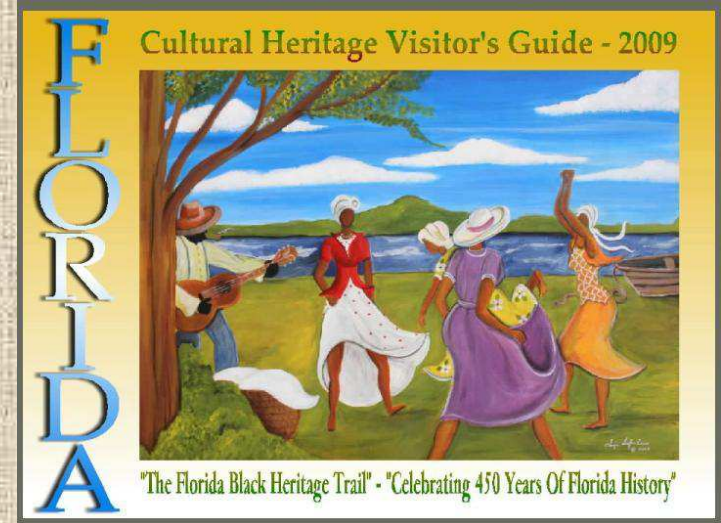
COPY AND LAYOUT INSTRUCTIONS

All layouts must accompany the ads. Please provide all images and logos in jpeg format. All corrections must be made on the first proof. All advertising is subject to publisher's approval and it is hereby agreed by the advertiser to indemnify and hold harmless the publisher from any and all losses or expenses or claims based upon the subject matter of such advertisements and/or productions or reproductions of said images or logos.

**** Advertisement deadline Date: September 15, 2009****

Send Digitized Advertising copy and Payment to:
Florida Cultural Heritage Guide
C/O Florida Black Chamber of Commerce
615 North W Street
Pensacola, Florida 32505

***Pay online at www.floridabcc.com and email ad to gene.franklin@floridabcc.com. Contact Info: Phone: 850-525-7916



T E R M S & C O N D I T I O N S

Payment is required with contract. Rates are net and non-commissionable.

COMPANY NAME: _____ RATE: \$ _____

CONTRACT: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

TELEPHONE: _____ E-MAIL: _____

SIGNATURE: _____ DATE: _____

Billing Information:

COMPANY NAME: _____

FIRST NAME: _____ LAST NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

Credit Card Information: VISA _____ / MASTERCARD _____

CREDIT CARD NUMBER: _____ AUTHORIZATION CODE: _____

EXPIRATION DATE: _____ AUTHORIZED AMOUNT: \$ _____

AUTHORIZED SIGNATURE: _____

PRINTED NAME: _____

(As it appears on the card)

MAILING ADDRESS FOR CREDIT CARD: _____

TITLE/POSITION: _____ DATE: _____

National Cultural Heritage Program

The National Black Chamber, the National Arts & Entertainment Network, and the Southern Cultural Heritage Society are promoting Cultural Heritage business, your art, and your tourism, entertainment acts and venues to The Global Market Place via The National Cultural Heritage Guide. Most importantly the tourism arena is the ideal marketing platform to market your business, products and services to increase your client base. I encourage you to participate and by promoting your culture and heritage, your businesses and organizations, and most importantly your community and city to the world.

Below are links that will give you a better understanding of this project and e-commerce marketing. Please review and feel free to contact me. I will be delighted to respond to any questions you may have.

The Pensacola Guide: <http://www.nxtbook.com/nxtbooks/questex/nbtb-pensacola/>

The Florida Trails: <http://www.nxtbook.com/nxtbooks/milesmedia/floridablackheritage/>

God Bless,

Gene Franklin

Gene Franklin President/CEO

Florida Black Chamber of Commerce

615 North W Street

Pensacola, Florida 32505

850-525-7916

Email: gene.franklin@floridabcc.com

Website: www.floridabcc.com

www.floridablacktourism.com

www.naflblacktourism.com

www.nbcc.org

National Cultural Heritage Visitor's Guide 2009 Advertisement Pricing

GUIDE ADVERTISING COSTS:

<u>AD SIZE</u>	<u>DIMENSIONS</u>	<u>PRICES</u>
Full Page	W 8" x H 10.50"	\$1000
1 / 2 Page H	W 8" x H 10.50"	500
1 / 2 Page V	W 4" x H 10.50"	500
1 / 4 Page H	W 4" x H 5.25"	250
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	<u>PRICES</u>
Inside Front Cover	
Back Cover	\$2500
Double Page	2500
	2500

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- All fonts MUST be converted to outlines including in placed images/logs. Watch for stray points. All color must be CMYK.
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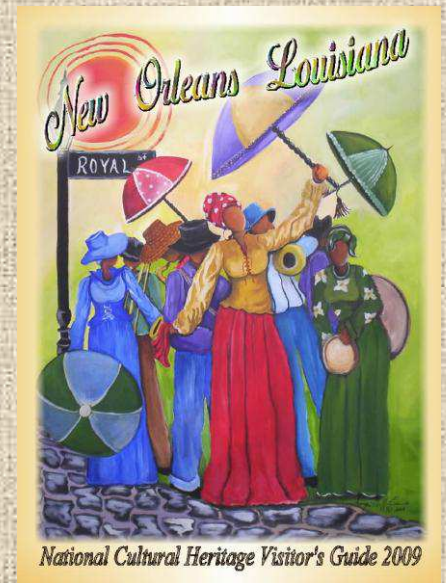
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**** Advertisement deadline Date: September 15, 2009****

Send Digitized Advertising copy and Payment to:

National Cultural Heritage Guide
C/O Florida Black Chamber of Commerce
615 North W Street
Pensacola, Florida 32505



***Pay online at www.floridabcc.com and email ad to gene.franklin@floridabcc.com. Contact Info: Phone: 850-525-7916

“National Cultural Heritage Guide Advertisement Agreement”

TERMS & CONDITIONS:

Payment is required with contract. Rates are net and non-commissionable.

COMPANY NAME: _____ RATE: \$ _____

CONTRACT: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

TELEPHONE: _____ E-MAIL: _____

SIGNATURE: _____ DATE: _____

Billing Information:

COMPANY NAME: _____

FIRST NAME: _____ LAST NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

Credit Card Information:

VISA _____ / MASTERCARD _____

CREDIT CARD NUMBER: _____ AUTHORIZATION CODE: _____

EXPIRATION DATE: _____ AUTHORIZED AMOUNT: \$ _____

AUTHORIZED SIGNATURE: _____

PRINTED NAME: _____

(As it appears on the card)

MAILING ADDRESS FOR CREDIT CARD: _____

TITLE/POSITION: _____ DATE: _____

'A Call To Artist'

The Florida Black Chamber of Commerce has been selected by the National Black Chamber of Commerce, Washington, D.C. to lead this year's National Cultural Heritage Tourism Initiative, which includes the production of the 2009 National Cultural Heritage Visitor's Guide. This National Guide will highlight the cultural heritage of *New Orleans, San Francisco, Chicago, Atlanta, and Washington, D.C.* Other cities of cultural importance will be included, but this year's edition will focus on promoting the cultural heritage and attractions of the aforementioned cities. The National Cultural Heritage Visitor's Guide will be distributed to over 6 Million tourists and business travelers that have requested Cultural Heritage Tourism Information.

Because the Arts are so important in expressing the essence of our culture, the National Black Chamber of Commerce, has decided to showcase an artist from each of the highlighted cities. The selected artists and artworks will be featured on a full-page color ad in the 2009 National Cultural Heritage Visitor's Guide promoting and exposing some of the best artists these cities have to offer. Just imagine your artwork being seen by over Six Million potential buyers!

The National Black Chamber of Commerce and the Florida Black Chamber welcomes all artists to apply in the aforementioned cities. Artist will be selected by our Arts and Entertainment Department.

Application Deadline: September 15, 2009

Application Fee: \$35.00

2 images submitted in jpeg format

Selected Artist will be notified by: September 30, 2009

For more information contact:

S. G. Evans

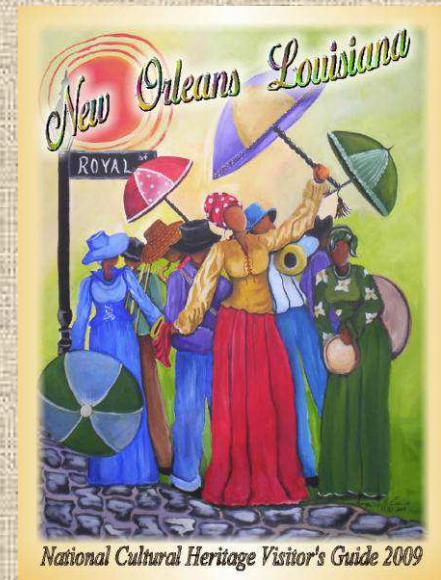
Sonja Griffin Evans

Art and Entertainment Director

Florida Black Chamber of Commerce

www.floridabcc.com

www.floridablacktourism.com



National Cultural Heritage Visitor's Guide 2009

Application and Submission Requirements

Applications must include:

*Artist Bio and Artist Statement

*Submit 2 images: Files must be jpeg format on CD. Label CD with name and titles of images. CDs will not be returned (If request return of CD, please include self addressed stamped envelope)

*Application Fee: \$35.00

*Application Deadline: September 15, 2009

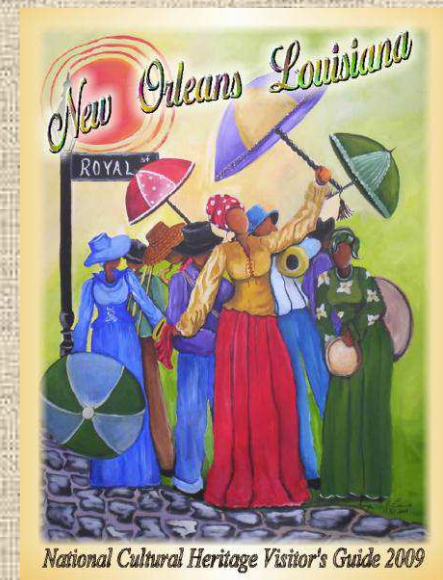
*Notification of selected artists: September 30, 2009

Make checks payable to: Florida Black Chamber of Commerce

Mail to:

National Cultural Heritage Tourism Guide
Attn: Art and Entertainment Department
615 North W Street
Pensacola, FL 32505

Questions: gene.franklin@floridabcc.com or call 850-525-7916



'National Cultural Heritage Tourism Guide Artist Application'

Artist Name _____

Address _____

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Submission Image#1

Title _____

Medium _____

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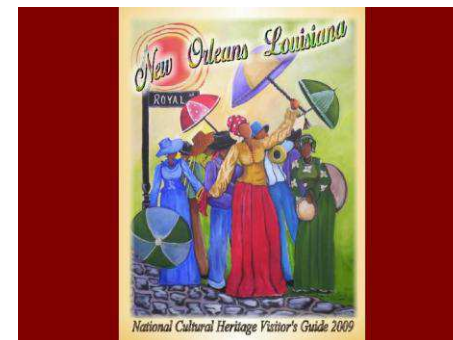
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****Fee: \$35.00 for two submissions for judging****

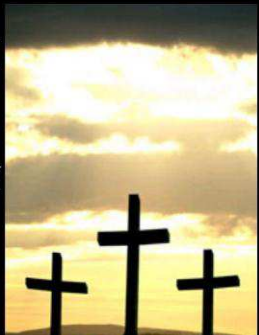
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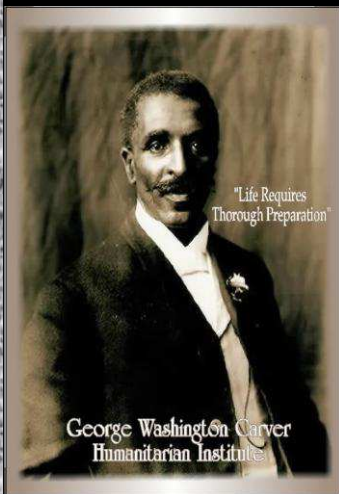
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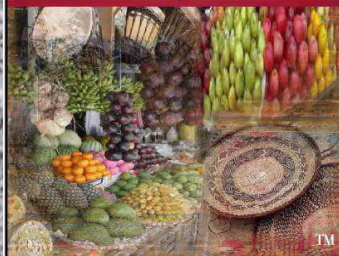


"Life Requires
Thorough Preparation"

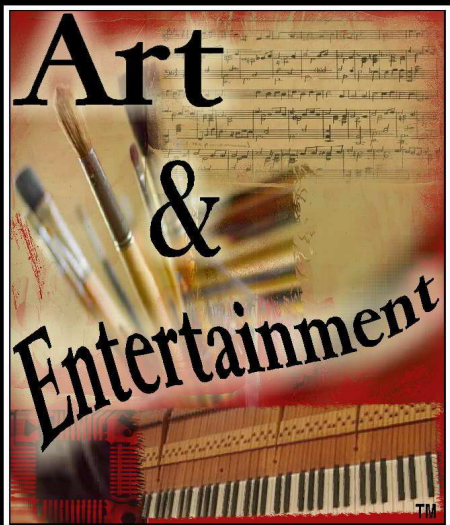
George Washington Carver
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Cultural Heritage Marketplace



Florida Black
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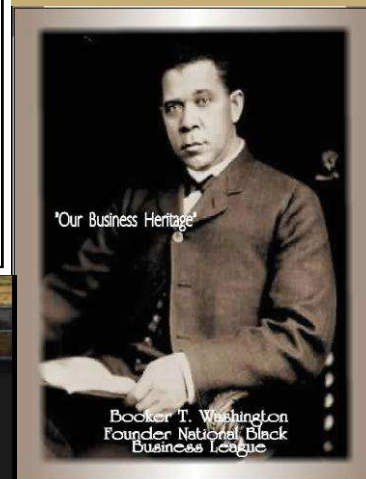
'REBUILDING GOD'S PEOPLE'



"The Word"

"It is written"

THE FAITH-BASED COMMUNITY
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