



# Agenda Report

2725 Judge Fran Jamieson  
Way  
Viera, FL 32940

## New Business - Community Services Group

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J.4.

10/6/2020

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### **Subject:**

Approval, Re: Tourist Development Council Cultural Grants for FY 2020-2021.

### **Fiscal Impact:**

FY 2020-2021: \$175,000 for listed grants is budgeted in the Cultural Fund 1446/293020.

### **Dept/Office:**

Tourism Development Office

### **Requested Action:**

It is requested that the Board of County Commissioners approve the Tourist Development Council's recommendation to fund the following FY 2020-2021 Cultural Grant applications listed in Attachment "A". In approving these grants, the Board makes the necessary legislative findings as further described in the summary explanation section below. Additionally, in approving these grants, the Board approves the Director, Tourism Development Office, to negotiate and sign all necessary grant agreements, upon approval from the County Attorney's Office and Risk Management and authorize the County Manager to execute necessary budget change requests.

### **Summary Explanation and Background:**

The Cultural Committee at their September 22, 2020 meeting and the Tourist Development Council at their September 23, 2020 meeting unanimously recommended the Board approve funding the following FY 2020-2021 Cultural Grant Program applications as well as make the necessary legislative findings for each grant listed at Attachment A.

The Cultural Grant Program is designed to promote Tourism in Brevard County by funding tourist-oriented cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions and other tourist-related activities. The grants are administered by the Cultural Committee of the Tourist Development Council. The grant program assists the County in attracting Tourists to attend high quality cultural events in order to generate significant economic impact through participant spending.

Reimbursement grants up to \$10,000 are available to support events or programs that benefit Florida's Space Coast in this manner. Cultural committee approved funding tiers were determined by applicant's annual operating budget. Small organizations (\$0-\$100,000 operating budget) were eligible for up to \$5,000, Medium (\$101,000-\$400,000) were eligible for up to \$7,500, and Large (\$401,000+) were eligible for up to \$10,000.

Based on the facts specified for each grant in Attachment A, in approving this grant, the Board of County Commissioners makes the legislative finding that Tourist Development Tax funds are authorized for the cultural grants pursuant to Section 125.0104(5)(a)3., Florida Statutes and section 102-119(3)d, of the Brevard County Code of Ordinances because each of the grant projects have as one of its main purposes the attraction of tourists, and the entity and the Space Coast Office of Tourism both intend to ensure marketing and promotion of these events to Tourists.

**Clerk to the Board Instructions:**

Please return a memo of the Board's action to the Director, Tourism Development Office and County Attorney's Office.



October 7, 2020

**M E M O R A N D U M**

**TO:** Peter Cranis, Tourist Development Office Director

**RE:** Item J.4., Approval for Tourist Development Council (TDC) Cultural Grants for FY 2020-2021

The Board of County Commissioners, in regular session on October 6, 2020 directed you to develop a model for the recommendation of a Return on Investment (ROI) for TDC Cultural Grants for FY 2020-2021; and directed you to bring back to the Board at your earliest, reasonable opportunity.

Your continued cooperation is always appreciated.

Sincerely,

**BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK**

*Kimberly Powell*  
Kimberly Powell, Clerk to the Board

/ns

**cc:** County Attorney  
Finance  
Budget

## Attachment A

**PROJECT #1 - \$6,496 to the Titusville Playhouse.** In its 56<sup>th</sup> season, the Titusville Playhouse is requesting funds for three programs; The Mainstage Theatre Program, Mainstage Preseason, and Rising Stars Education program. Grant funds will be used for marketing and royalties. Last year the Titusville Playhouse reported that they entertained 30,000 guests and estimates that 40% of the guests were from outside of Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #2 - \$2,943 to the Melbourne Chamber Music Society.** The Melbourne Chamber Music Society is requesting funding for their 20/21 concert series held in various locations around Brevard County that attract both tourists and residents. The grant funds will be used for Outside Artistic Services and Fees. Funds would assist with a plan that would increase awareness of the Melbourne Chamber Music Society within this market and promote the current season of concerts. Last year the Melbourne Chamber Music Society reported 2,100 attendees, of which 20% were from outside of Brevard County. This special cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #3 - \$4,381 to the Museum of Dinosaurs and Ancient Cultures.** The Museum of Dinosaurs and Ancient Cultures is seeking funding for an exhibition of Florida's history of Native American people, including the local AIS tribe. Grant funds will be used for out-of-county marketing of the Museum and Early Floridians display for a six-month 2021 campaign. Although this display will be permanent, the Early Floridians campaign will target six months of peak tourist season from 2/15/2021 through 8/15/2021. Marketing plans will target out-of-county tourists and residents in the Orlando, Tampa and South Florida areas with a maximum 3 to 4-hour drive to Brevard County. The Museum of Dinosaurs and Ancient Cultures reports last year's attendance to the museum of 24,391 and estimates 75% were from outside Brevard County. This special cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #4 - \$2,660 to Central Brevard Art Association.** Central Brevard Art Association is seeking funding for Master Painters, a program designed to bring high school students into the CBAA Studio to produce art. In addition, there are three yearly library show-sales for the community to view and purchase works of art, and a month-long exhibition in the King Center, where many Tourists will view the art. The Central Brevard Art Association reports that last year's program served 1,500 guests and estimated that 30% served are from outside of Brevard County. The grant funds will be used for personnel, artistic fees, marketing, space rental, equipment and materials. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #5 - \$6,030 to American Police Hall of Fame.** The American Police Hall of Fame is seeking funding for a museum educational program. The Public Engagement Calendar is a series of monthly events designed to educate/engage both locals and tourists. These events are divided into three categories: 1). Law Enforcement & Society; 2). STEM & forensics; 3). Public Safety. Each activity relates to one or more of these topics in addition to building cultural bridges between the public and first responders, teaching essential safety/situational awareness skills to all ages, and educating youth (K-12) on public safety careers. Grant funds will be used for teaching tools, materials and promotions and marketing outside of Brevard County. The Police Hall of Fame reported 39,978 visitors last year with 85% being from out-of-county. These cultural special events promote county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #6 - \$4,639 to Melbourne Main Street** for the Melbourne Main Street Outreach Initiative. The Melbourne Main Street Outreach Initiative is to accelerate the efforts in further shaping Downtown Melbourne as a destination by holding art, cultural, history and music events for tourist and residents. We request the BOCC find that Tourist Development Tax funds are authorized for Melbourne Main Street would help with operational support, and to promote cultural events designed to bring additional tourism to Downtown Melbourne.

In 2019, approximately 721,000 people enjoyed Downtown Melbourne. This is a 17% increase over 2018. This number is a combined measurement of tickets sales from the 2019 Downtown Melbourne Food and Wine Festival and estimated number of attendees FIT Homecoming event, Meg O'Malley's St. Patrick's Day events along with data received from the Office of Tourism online tool called AirSage Destinations that counts 'cellular devices' observed of out-of-county visitors outside 30 miles from county borders. Grant funds would be used for artist fees, marketing, equipment and materials. This cultural special event promotes county tourism and

will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #7 - \$4,581 to Eau Gallie Arts District.** Eau Gallie Art District's (EGAD) Main Street serves as the lead organization for the redevelopment and promotion of historic Eau Gallie. The main street program is comprised of a mix of businesses that are involved in the arts or are makers that create hand-crafted goods and services. Most businesses are involved in the creative arts and our collective events leverage our eclectic mix that makes the Eau Gallie Art District a uniquely creative, culturally thriving community. Eau Gallie Arts District Main Street, whose existing and proposed programming now includes events that promote the area, provide a cultural, community or local benefit and are strategic by design. Some of the events include the May concert in the square, One-Act Play Festival and recurring events such as monthly Flea Gad. Eau Gallie Arts District attracts tourists and residents throughout the year for many events or just to stroll and enjoy the beautiful murals. Eau Gallie Arts District Main Street reports that in 2019 they served 10,000 guests and estimate that 30% are from outside of Brevard County. The grant funds will be used for personnel, outside artistic fees, marketing, travel and materials. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #8 - \$2,832 to Community Band of Brevard.** Community Band of Brevard (CBB) is seeking funding for free concerts. The Community Band of Brevard (CBOB) is a symphonic band of dedicated musicians performing high-quality concerts for the pleasure and enrichment of our community. This proposal seeks resources to improve our performances for our audiences and musicians. Our goal is to continually extend our cultural outreach to Brevard/Florida residents, plus national and international visitors. We actively recruit seasonal (snowbird) performers as well as high caliber high school and college students. CBB is requesting funding for marketing, space rental, equipment and materials to extend the cultural outreach to residents and visitors. Community Band of Brevard reported 4,500 attendees last year with 30-40% being from outside Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #9 - \$2,910 to Space Coast Art Festival.** The mission of the Space Coast Art Festival® 2020 (SCAF) is to present an annual, juried, fine art festival in Brevard County. The two-day show attracts visitors and artists from around the country and around the world, and award prizes in 10 categories along with a Best in Show. It also promotes youth art. The grant funds

will be used to recover money already spent, and to prepare for next year's show. The Space Coast Art Festival reports that in 2019, 56 juried artists were in attendance last and hundreds of patrons, additionally they estimated 20-30% coming from outside Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #10 - \$6,197 to Valiant Air Command.** Valiant Air Command (VAC) is seeking funding for its general program support and other key tasks including restoration of artifacts, STEM classes, and preparing the facilities and equipment for reopening. VAC is an educational organization and museum dedicated to the preservation and commemoration of Warbirds of all eras. We request the BOCC find that Tourist Development Tax funds are authorized for The VAC's museum, and recently initiated a STEM program to aid young people in meeting the growing need for technical skills in the Central Florida area. Valiant Air Command reports last year 39,000 people visited the facility in Titusville, of which they estimate 50% were from outside Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #11 - \$4,564 to Surfside Playhouse.** The Surfside Playhouse is seeking funding support for the 2020/21 season. We request the BOCC find that Tourist Development Tax funds are authorized for the Surfside Playhouse funding to support in advertising and marketing the upcoming season including social media marketing, print, and advertorials. The Surfside Playhouse reports entertaining 4,071 guests last year, with an estimated 25% being from outside Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #12 - \$2,921 to Green Gables at Historic Riverview Village.** Green Gables is a significant, historical home located in Melbourne open for tours and events to promote history tours in Brevard County. Green Gables is seeking funding to support their operating budget for three main programs; Living History Education, Sunday in the Park, and Living History Museum Tour programs. We request the BOCC find that Tourist Development Tax funds are authorized for the Green Gables funding to support in program supplies, rental, marketing and printing expenses for the upcoming season. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section

102-119(3)(d), Brevard County Code. Green Gable reports 3,500 guests last year, with an estimated 30% from outside of Brevard County.

**PROJECT #13 - \$4,566 to Space Coast Ballet Company.** Space Coast Ballet Company is seeking funding support for the annual production of The Nutcracker which features live music from the Brevard Symphony Orchestra. We request the BOCC find that Tourist Development Tax funds are authorized for the Space Coast Ballet Company funding to support artistic personnel for the upcoming season. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. Last year approximately 4,000 people from across Central Florida attended performances with many tickets being sold or gifted to low income children in Title one schools.

**PROJECT #14 - \$2,644 to Central Florida Winds.** The Central Florida Winds celebrates its 21st season entertaining tourists and residents. After the lapse in performances due to Covid, Central Florida Winds will rely heavily on a media campaign to advise patrons from the Central Florida area that performances are resuming. Funds would be used primarily for marketing and other operating expenses for production of concerts for the upcoming season. The goal is to increase the audience and expect more non-Brevard residents to attend the show. Central Florida Winds estimates that last year's attendance was 1,500, with approximately 15% from outside Brevard County. This cultural special programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #15 - \$3,043 to Native Heritage Gathering.** The 12<sup>th</sup> annual Native Rhythms Festival is a family-friendly, free event during Native American Heritage month. The Festival reports that last year there were approximately 13,000 attendees to the festival, of which 45% were from outside Brevard County. Grant funds will provide the ability to contract with the very best Native American artists and performers, and will also be used for marketing this event. This cultural special event promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. The funds will be used for outside artistic services & fees, marketing, space rental, insurance, materials and contract services.

**PROJECT #16 - \$4,331 to Melbourne City Ballet Theatre.** Melbourne City Ballet Theatre is seeking funding for general program support including guest artist salaries, costumes and sets



as it relates to the season. We request the BOCC find that Tourist Development Tax funds are authorized for The Melbourne City Ballet Theatre. Melbourne City Ballet Theatre is seeking support for its programming while aligning with its mission of outreach, education and world class entertainment. The funding will allow Melbourne City Ballet to bring world renowned performers to this area. Last year, Melbourne City Ballet reports 6,000 patrons attended the performances and events, with an estimated 10% coming from outside of Brevard County. This special cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #17 - \$4,215 to Dance Arts Centre.** Dance Arts Centre (DAC) is seeking funding for their upcoming season. We request the BOCC find that Tourist Development Tax funds are authorized for this grant to support DAC in actively attracting tourists and satisfying local residents' appetite for quality dance experiences. The funds would be applied for artist pay and operating costs. Last year Dance Art Centre served 1,350 people, with approximately 35% being from outside Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #18 - \$2,854 to Greater Allen Development Corp.** Greater Allen Development Corp. is seeking funding for the Melbourne Founders Festival. The Festival is a free 2-day event that celebrates the history of the City of Melbourne through increasing awareness of the role African American culture and history has played in the city's development. We request the BOCC find that Tourist Development Tax funds are authorized for this grant to support Melbourne Founders Festival. The Festival features dance, live music, arts and crafts, interactive kids' activities, informational booths and vendor displays. The Festival drew 1,500 attendees with 15% outside of Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #19 - \$4,656 to Brevard Nature Alliance.** The Brevard Nature Alliance is seeking funds for 3 projects; The Space Coast Birding and Wildlife Festival, which is considered the premier birding festival in the country, 3<sup>rd</sup> Annual Family Wildlife Adventure Day and promotion items to retain their place as one of the top festivals in the country. In 2020, the SCBWF drew approximately 1,650 attendees and estimates that 76% of the attendees were from outside of Brevard County. This cultural special event promotes county tourism and will have as one of its

main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. Grant funds will be used for marketing and materials for the event.

**PROJECT #20 - \$6,274 to Brevard Regional Arts Group, Inc.** The Henegar Center is located in a beautiful 100-year old building in downtown Melbourne. The theatre is a performing arts venue presenting Broadway musicals to local residents and tourists. The grant funds will support marketing and production costs for five Main Stage Season musicals. The Henegar Center reports that last year 22,303 patrons were entertained at shows and events at the Henegar, with an estimated 20% were from outside of Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #21 - \$6,296 to Brevard Symphony Orchestra.** The Brevard Symphony Orchestra is requesting grant funds for their 67th season to bring quality concerts, educational and outreach initiatives to Brevard County. The funds will be used for artistic personnel and marketing. The BSO reported that last season the symphony drew approximately 58,000 attendees, of which 7% were from outside of Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #22 - \$4,631 to Foosaner Art Museum.** The Foosaner Art Museum is seeking funding for their event Robot Love. Robot Love is a 6-week spectacle for all the human senses that was created in 2009. The event brings together more than 100 artists, dancers, musicians and innovators for an opening art party. We request the BOCC find that Tourist Development Tax funds are authorized for The Foosaner Art Museum. The funding would be used for content marketing; targeted digital, traditional and guerrilla. In 2019, 9,858 attended the events with 39.5% of the attendees from outside of Brevard County. This cultural special event promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #23 - \$2,810 to Brevard Youth Chorus.** Brevard Youth Chorus is seeking funding for general program support for concerts throughout Brevard County and attracts both tourists and residents.

Brevard Youth Chorus is requesting this grant to fund essential elements that allow our organization to continue a tradition of excellence in choral music performance. During these

challenging times the Brevard Youth Chorus believes that music education and choral singing MUST continue. By adding a virtual experience to the traditional choir program, students will continue their musical training and have the added benefit of learning about the recording side of music. Brevard Youth Chorus reports that last year the program entertained 500 patrons. The funding will be allocated toward personnel, marketing, equipment purchases, materials and other operating expenses. This cultural special programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #24 - \$5,842 to Brevard Achievement Center.** The Brevard Achievement Center is seeking funding for their Arts program, BAC Arts. The mission of the Brevard Achievement Center is to provide persons with disabilities services and opportunities to achieve personal success. BAC Arts provides opportunities for participants to create and participate in the performing and visual arts, and provides exhibitions performances, sales opportunities and recognition for their work in the Hand-On Art Festival, a 3-day festival at Brevard Zoo, and Performing Arts Showcase which is held at the King Center and attracts both tourists and residents. The funds would be used to hire local professionals to provide direct art instruction to children and adults with disabilities. Brevard Achievement Center reports that last year they served 1,377 people. This unique cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #25 - \$4,681 to Manav Mandir DBA Indiafest** for the Indiafest 2021 event. This 2-day event showcases Indian arts & culture for over 9,000 attendees. Indiafest estimates 15% of attendees are from outside Brevard County. We request the BOCC find that Tourist Development Tax funds are authorized for Indiafest. Indiafest spends about \$15,000 in marketing expenses covering Brevard and neighboring counties, and would use the funds for help with marketing and logistic expenses. This cultural special event promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #26 - \$6,252 to Space Coast Symphony Orchestra.** We request the BOCC find that Tourist Development Tax funds are authorized for grant funds to support their 12<sup>th</sup> season. The funding would enable the SCSO to provide over fifty quality musical performances enjoyed by a reported 89,930 Central Florida residents and visitors, with the Space Coast Symphony Orchestra estimating that 21% of the attendees were from outside of Brevard County. Funding would be used for personnel, marketing, space rental and equipment purchases. This cultural

programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #27 - \$5,831 to National Air, Sea and Space Foundation.** The National Air, Sea and Space foundation is requesting grant funds to support an air show. This aerial exhibition of military and civilian aircraft as well as parachute teams featuring multiple branches of the US Military. Flight operations costs include performer fees, performer support, and marketing of the event. The military support of an air show creates a patriotic, inspiring and positive appeal that attracts a higher quality demographic, the core of which is families. The show in 2012 drew an estimated 150,000 attendees, with 64% of these from outside Brevard County. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #28 - \$5,809 to WFIT.** WFIT is radio programming of arts, culture, and special events. We request the BOCC find that Tourist Development Tax funds are authorized to support WFIT. The station serves Brevard County residents and visitors with diverse music programming, local and national news and free promotion for art, music and other non-profit organizations. WFIT estimates 61,600 listeners, and approximately 80% of its online listeners are from outside Brevard County. Funds will be used to pay for general, on-going expenses including programming, materials and salaries. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #29 - \$3,154 to Florida Surf Museum.** The Florida Surf Museum is requesting grant funding for the Surfing Santa of Cocoa Beach event. FSM reports that this organically inspired jolly event draws approximately 8,000 people to Cocoa Beach on Christmas Eve morning and estimates that 35% of the attendees are from outside Brevard County. SSOCB has proven that it is by far the leading event in providing earned media/PR impressions and value, which in turn elevates the Space Coast to a global audience. The grant funds will be used for event production, including stage and tents, and marketing. This cultural special event promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #30 - \$2,871 to PEACECORE, Inc DBA bUneke magazine** bUneke.org (pronounced be Unique), is a quarterly magazine that produces 24 essays per issue featuring cultural nonprofits and individuals. We propose to create documentaries to showcase Brevard County highlighting

the area's astounding offerings. We request the BOCC find that Tourist Development Tax funds are authorized for the PEACECORE, Inc DBA bUneke magazine. Each issue reaches an average of 350,000 readers. Our YouTube channel has more than 1,400 views. Our podcast, heard in 34 countries, has been heard 1,158 times and social media's reach for 2019 exceeded 500,000. Funds will pay for meals, mileage, printing and equipment and stipends for writers, editors, art directors, producers, camera operators, video editors, sound technicians and assistants. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. Last year's viewership was 852,558 with 57% out of Brevard County.

**PROJECT #31 - \$4,365 to Rossetter House Foundation, Inc.** The Historic Rossetter House Museum and Gardens is located in historic Eau Gallie Arts District. We request the BOCC find that Tourist Development Tax funds are authorized for The Historic Rossetter House Foundation's annual cultural programming which includes many events that attract both tourists and residents. The funding for the Rossetter House Museum and Gardens will support efforts to expand and enrich our cultural heritage programming while promoting Brevard County as a cultural destination for visitors, and serving local residents. The Rossetter House Foundation reports that last year 673 guests visited the Rossetter House Museum and Gardens, with approximately 80% coming from outside Brevard County. Grant funds will be used to support staff payroll, materials and supplies needed for free events and hiring for actors for theatrical performances. This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #32 - \$5,986 to The Florida Historical Society, Inc.** The Florida Historical Society's Florida Frontiers, is a public television and radio series produced in Brevard County and broadcast on PBS/NPR throughout the state of Florida. We request the BOCC find that Tourist Development Tax funds are authorized for this weekly public television and radio program of which each of the 36 annual television episodes features a 60-second commercial about Brevard County. The funds will be used for marketing, personnel, insurance, travel and materials. The program reaches an estimated 14 million viewers/listeners through the underwriting credit at the beginning and end of each program encouraging viewers/listeners from outside of Brevard County to visit the Space Coast. This special cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code.

**PROJECT #33 - \$4,331 to Melbourne Municipal Band Association, Inc.** The Melbourne Municipal Band Association is requesting funding for the 2020-2021 season. We request the BOCC find that Tourist Development Tax funds are authorized for the Melbourne Municipal Band Association which provides more than 30 free musical events to residents and visitors each year in Brevard County. Funds would be used to support the salaries of artistic and administrative personnel (part-time independent contractors who receive no benefits). This cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. During the 2019-2020 season, the Melbourne Municipal Band reported 9,393 attendees enjoyed their concerts (down due to COVID-19), with approximately 20% being from outside of Brevard County.

**PROJECT #34 - \$5,886 to American Space Museum & Space Walk of Fame.** The American Space Museum is seeking funding for advertising to highlight exhibits and programs which are Space Coast centric and provide information and inspiration to visitors. Support shall be used to update advertising, video, online presence and print as well as complete modifications to the gallery to increase safety and sanitation for visitors. We request the BOCC find that Tourist Development Tax funds are authorized for the grant funds to be used to attract people from inside and outside the local area to the museum by providing these cultural offerings. Last year, the American Space Museum reports 14,956 guests visited the museum, with approximately 72% of them coming from outside of Brevard County. This unique cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. The funds would be use for advertising, promotions, and gallery updates.

**PROJECT #35 - \$2,805 to Space Coast Cultural Arts & Business Organization.** We request the BOCC find that Tourist Development Tax funds are authorized for the support of operating costs associated with Space Coast Cultural Arts & Business Organization's transformative arts and cultural events and activities such as marketing, printing, advertising, rentals, insurance, travel, outside artistic services, exhibits, and contract service fees. This includes support for both the Brevard's Got Talent event with 33% of attendees coming from outside of Brevard County as well as the African American Art Fusion Program with 11% coming from outside of Brevard County. This cultural special event promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. Space Coast Cultural Arts & Business reports that they served 1,291 people last year.

**PROJECT #36 - \$2,865 to Melbourne Community Orchestra, Inc.** The Melbourne Community Orchestra is seeking funding to support for their 31<sup>st</sup> concert season. The Melbourne Community Orchestra (MCO) is an all-volunteer orchestra that performs free concerts for visitors and residents of Brevard County. We request the BOCC find that Tourist Development Tax funds are authorized for Melbourne Community Orchestra upcoming season. Last year, Melbourne Community Orchestra estimates attendance of 3,500 and approximately 20% of the attendees from outside of Brevard County. This special cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. The grant funding would support the salary of the conductor.

**PROJECT #37 - \$4,656 to Melbourne Art Festival.** The Melbourne Art Festival, features up to 230 fine artists, 5K walk/run and student workshops. We request the BOCC find that Tourist Development Tax funds are authorized for the 37<sup>th</sup> Melbourne Art Festival. In 2019 the Melbourne Art Festival reported that over 42,000 attended the event and estimates that approximately 12,300 of the attendees are from outside of Brevard County. This cultural special event promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. The grant funds will be used for marketing and supplies for the event.

**PROJECT #38 - \$6,518 to The Historical Cocoa Village Playhouse, Inc.** The Historic Cocoa Village Playhouse reports the performing arts theatre series attracts over 55,000 guests annually and estimates that in the previous season, 18.7% of guests came from outside of Brevard County. We request the BOCC find that Tourist Development Tax funds are authorized for the Historic Cocoa Village Playhouse, *Broadway on Brevard* which relies on funding to pay for musical talent in the STARS of Tomorrow program, marketing, advertising, and promotional expenditures. This cultural special programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. Grant funds will be used for talent, marketing and promotional expenses.

**PROJECT #39 - \$2,832 to Cocoa Beach Main Street, Inc.** Cocoa Beach Main Street is seeking operational support funding for event expenses such as talent, stage rentals, sound, and

lighting to support programs which promote the arts and music through monthly events within the historic downtown area of Cocoa Beach, Florida. We request the BOCC find that Tourist Development Tax funds are authorized for the funds would help with operational support that promotes arts and music events for tourism in Cocoa Beach. Cocoa Beach Main Street schedules monthly, family friendly activities to draw visitors to stay and play in Cocoa Beach. Last year, Cocoa Beach Main Street estimates 50,000 attendees enjoyed events promoted by Cocoa Beach Main Street, with 50% being from out of Brevard County. This special cultural programming promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. The grant funding would support talent fees, staging, equipment, marketing, materials and contract services.

**PROJECT #40 - \$2,849 to Cocoa Beach Art Show, Inc.** The Cocoa Beach Art Show, Inc is an annual Art festival held on Thanksgiving Weekend in downtown Cocoa Beach featuring live music, artist, vendors, Fireman chili cooking and kids crafts. We request the BOCC find that Tourist Development Tax funds are authorized for the Cocoa Beach Art Show. In 2019, approximately 10,000 people attended with 60% from outside of Brevard County. This cultural special event promotes county tourism and will have as one of its main purposes the attraction of tourists as evidenced by the promotion of this activity to tourists pursuant to section 125.0104(5)(a)3., Florida Statutes, and section 102-119(3)(d), Brevard County Code. The grant funds will be used for artistic personal, stage, tents and sound rental and supplies for the kids craft and art program.



## Earned Scores

	Judge #1 Andrea Young	Judge #2 Tim Deratany	Judge #3 Julie Braga	Judge #4 Liz Lamb	Judge #5 Jim Ridenour	Judge #6 Joe Raley	Judge #7 Anne Conroy- Bailey	Judge #8 Sarah Stoeckel	Judge #9 John Knox	Total Score	Average Score (divided by 8)	Earned Score	Funding Tier Amount	Score X Ask	Final Recommended Award
The Historic Cocoa Village Playhouse, Inc.	100	100	96	100	97	92	99	96		780	97.5	98.0	\$10,000	\$9,800	\$6,518
Titusville Playhouse, Inc.	100	100	94	100	97	92	99	96		778	97.3	97.7	\$10,000	\$9,767	\$6,496
Brevard Symphony Orchestra	90	91	98	95	95	93	99	96		757	94.6	94.7	\$10,000	\$9,467	\$6,296
Florida Surf Museum	98	95	89	90	96	93	99	97		757	94.6	94.8	\$5,000	\$4,742	\$3,154
Manav Mandir Inc DBA Indiafest	100	95	91	95	96	95	91	90		753	94.1	93.8	\$7,500	\$7,038	\$4,681
Melbourne Art Festival	100	90	90	98	94	90	89	98		749	93.6	93.3	\$7,500	\$7,000	\$4,656
Brevard Regional Arts Group, Inc.	99	99	94	92	83	89	99	93		748	93.5	94.3	\$10,000	\$9,433	\$6,274
Space Coast Symphony Orchestra	95	97	93	99	88	92	99	85		748	93.5	94.0	\$10,000	\$9,400	\$6,252
Melbourne Main Street, Inc.	90	99	91	94	92	88	99	92		745	93.1	93.0	\$7,500	\$6,975	\$4,639
Brevard Nature Alliance	85	89	92	95	98	87	99	100		745	93.1	93.3	\$7,500	\$7,000	\$4,656
Foosner Art Museum	86	89	93	99	94	90	93	98		742	92.8	92.8	\$7,500	\$6,963	\$4,631
Valiant Air Command, Inc.	91	89	94	97	99	82	97	91		740	92.5	93.2	\$10,000	\$9,317	\$6,197
Eau Gallie Arts District	100	93	88	90	89	94	97	87		738	92.3	91.8	\$7,500	\$6,888	\$4,581
Native Heritage Gathering, Inc.	96	86	90	95	88	93	99	87		734	91.8	91.5	\$5,000	\$4,575	\$3,043
Surfside Playhouse	96	99	92	93	88	85	84	95		732	91.5	91.5	\$7,500	\$6,863	\$4,564
American Police Hall of Fame	96	87	90	92	100	87	86	92		730	91.3	90.7	\$10,000	\$9,067	\$6,030
Space Coast Ballet Company	80	97	90	91	93	83	99	94		727	90.9	91.3	\$7,500	\$6,850	\$4,556
The Florida Historical Society, Inc.	87	89	90	99	97	81	96	75		714	89.3	90.0	\$10,000	\$9,000	\$5,966
Melbourne Chamber Music Society	83	92	89	93	90	86	90	84		707	88.4	88.5	\$5,000	\$4,425	\$2,943
Brevard Achievement Center	86	81	93	82	91	92	91	85		701	87.6	87.8	\$10,000	\$8,783	\$5,842
Green Gables at Historic Riverview Village, Inc.	76	94	88	97	85	90	86	84		700	87.5	87.8	\$5,000	\$4,392	\$2,921
Melbourne Municipal Band Association, Inc.	80	99	88	94	82	82	92	83		700	87.5	86.8	\$7,500	\$6,513	\$4,331
American Space Museum & Space Walk of Fame	71	90	94	89	82	81	95	98		700	87.5	88.5	\$10,000	\$8,850	\$5,886
WFI	81	80	96	86	95	86	99	74		697	87.1	87.3	\$10,000	\$8,733	\$5,809
Space Coast Art Festival, Inc.	75	91	88	94	94	90	81	81		694	86.8	87.5	\$5,000	\$4,375	\$2,910
Cocoa Beach Art Show, Inc.	88	88	80	79	80	81	97	100		693	86.6	85.7	\$5,000	\$4,283	\$2,849
Greater Allen Development Corporation	81	95	85	84	80	78	99	90		692	86.5	85.8	\$5,000	\$4,292	\$2,854
Melbourne Community Orchestra, Inc.	82	95	88	92	86	84	80	85		692	86.5	86.2	\$5,000	\$4,308	\$2,865
Museum of Dinosaurs and Ancient Cultures	69	95	85	89	93	80	90	90		691	86.4	87.8	\$7,500	\$6,588	\$4,381
National Air Sea and Space Foundation	80	91	92	84	92	73	91	88		691	86.4	87.7	\$10,000	\$8,767	\$5,831
Melbourne City Ballet Theatre	75	83	92	93	84	85	85	92		689	86.1	86.8	\$7,500	\$6,513	\$4,331
Cocoa Beach Main Street, Inc.	80	90	86	97	80	89	77	86		685	85.6	85.2	\$5,000	\$4,258	\$2,832
Space Coast Cultural Arts & Business Organization Charit	78	81	90	88	82	85	96	80		680	85.0	84.3	\$5,000	\$4,217	\$2,805
Brevard Youth Chorus	77	86	90	81	95	87	83	80		679	84.9	84.5	\$5,000	\$4,225	\$2,810
ROSSETTER HOUSE FOUNDATION INC	53	82	90	88	92	83	99	90		677	84.6	87.5	\$7,500	\$6,563	\$4,365
PEACECORE, Inc. dba bUneke Magazine	62	81	92	92	84	87	88	86		672	84.0	86.3	\$5,000	\$4,317	\$2,871
Community Band of Brevard (CBOB)	67	91	81	93	83	89	86	81		671	83.9	85.2	\$5,000	\$4,258	\$2,832
Dance Arts Centre	29	82	93	90	84	75	90	86		629	78.6	84.5	\$7,500	\$6,338	\$4,215
Central Brevard Art Association	58	83	87	86	80	80	66	85		625	78.1	80.0	\$5,000	\$4,000	\$2,660
Central Florida Winds	8	81	87	77	80	70	82	87		572	71.5	79.5	\$5,000	\$3,975	\$2,644

Total Ask by Tier      Total Score X Ask

\$292,500      \$263,113      \$174,996

59.83%      66.51%