



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Unfinished Business

I.2.

11/10/2020

Subject:

Approval of the Tourist Development Council FY 2020-2021 Cultural Support Grant Program recommendations.

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 approve funding for 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, it is requested that the Tourism Development Office Director be authorized to negotiate and sign all necessary grant agreements and related documents upon County Attorney and Risk Management approval and authorize the County Manager to execute necessary budget change requests.

Summary Explanation and Background:

The Board of County Commissioners, at the October 6, 2020 meeting, tabled the agenda item and asked for further clarification on potential Return on Investment (ROI) from Cultural events and programs. This updated information is found in Attachment B, which takes the verified attendees from outside of Brevard County to an event or program (determined by the Tourism Development Office's cellular device tracking software), and is multiplied by an average visitor spending number, which came from a 2019 Economic Contribution study produced for the Brevard Cultural Alliance by Florida Tech University. This is included under Attachment C.

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. At the recent Cultural Committee and Tourist Development Council meetings, it was mentioned by Committee members that Cultural events draw tourists from outside of Brevard County and that the more there is to do for visitors, the more appealing the destination becomes. Additionally, these members noted that Cultural programs not only add to the quality of life for Brevard residents, but can also influence tourists currently here to extend their stay. While the primary legislative finding the Board must determine is if one of the main purposes of the grant is the attraction of tourists, under the state statute, the evidence of the activity's main purpose is the promotion of the event to tourists. The activity can also have other ancillary purposes/benefits to the local community.

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.

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 organizations (\$101,000-\$400,000) were eligible for up to \$7,500, and Large organizations (\$401,000+) were eligible for up to \$10,000.

Further, based on the facts specified for each grant in Attachment A, request the BOCC make 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, in that each of the tourist oriented cultural and special events 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. Additionally, request authority for the Director, Tourism Development Office to negotiate and sign all necessary grant agreements, budget change requests, and related documents to support the grants.

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.



November 12, 2020

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Office Director

RE: Item I.2. Approval of the Tourist Development Council (TDC) FY 2020-2021 Cultural Support Grant Program Recommendations.

The Board of County Commissioners, in regular session on November 10, 2020, approved the legislative findings that Tourist Development Tax Funds are authorized for the Cultural Support Grant Program pursuant to Section 125.0104(5)(a)3, §, and Section 102-119(3)d, of the Brevard County Code of Ordinances, in that each of the tourist oriented cultural and special events 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; approved the TDC FY 2020-2021 Cultural Grant Program Recommendations as follows:

- \$6,496 to the Titusville Playhouse
- \$2,943 to the Melbourne Chamber Music Society
- \$4,381 to the Museum of Dinosaurs and Ancient Cultures
- \$2,660 to the Central Brevard Art Association
- \$6,030 to the American Police Hall of Fame
- \$4,639 to the Melbourne Main Street
- \$4,581 to the Eau Gallie Arts District
- \$2,832 to the Community Band of Brevard
- \$2,910 to the Space Coast Art Festival
- \$6,197 to the Valiant Air Command
- \$4,564 to the Surfside Playhouse
- \$2,921 to the Green Gables at Historic Riverview Village, Inc.
- \$4,566 to the Space Coast Ballet Company
- \$2,644 to the Central Florida Winds
- \$3,043 to the Native Heritage Gathering, Inc.
- \$4,331 to the Melbourne City Ballet Theatre
- \$4,215 to the Dance Arts Centre
- \$2,854 to the Greater Allen Development Corp.
- \$4,656 to the Brevard Nature Alliance
- \$6,274 to the Brevard Regional Arts Group, Inc.
- \$6,296 to the Brevard Symphony Orchestra
- \$4,631 to the Foosaner Art Museum
- \$2,810 to the Brevard Youth Chorus
- \$5,842 to the Brevard Achievement Center

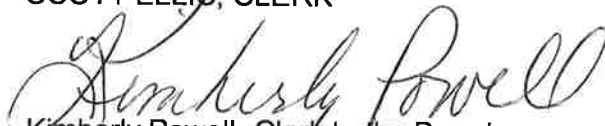
- \$4,681 to the Manav Mandir, Inc. DBA Indiafest
- \$6,252 to the Space Coast Symphony Orchestra
- \$5,831 to the National Air, Sea and Space Foundation
- \$5,809 to the WFIT
- \$3,154 to the Florida Surf Museum
- \$2,871 to the PEACECORE, Inc. DBA bUneke Magazine
- \$4,365 to the Rossetter House Foundation, Inc.
- \$5,986 to the Florida Historical Society, Inc.
- \$4,331 to the Melbourne Municipal Band Association, Inc.
- \$5,886 to the American Space Museum and Space Walk of Fame
- \$2,805 to the Space Coast Cultural Arts and Business Organization Charities
- \$2,865 to the Melbourne Community Orchestra, Inc.
- \$4,656 to the Melbourne Art Festival
- \$6,518 to the Historical Cocoa Village Playhouse, Inc.
- \$2,832 to the Cocoa Beach Main Street, Inc.
- \$2,849 to the Cocoa Beach Art Show, Inc.;

authorized you to negotiate and sign all necessary grant agreements related documents upon County Attorney and Risk management approval to support the grants; and authorized the County Manager to execute necessary Budget Change Requests.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS
SCOTT ELLIS, CLERK



Kimberly Powell, Clerk to the Board

/cld

cc: County Manager
County Attorney
Risk Management
Budget Office
Finance

Attachment A

PROJECT #1 - \$6,496 to the Titusville Playhouse. In its 56th 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 12th 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, 3rd 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 12th 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 31st 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 37th 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.

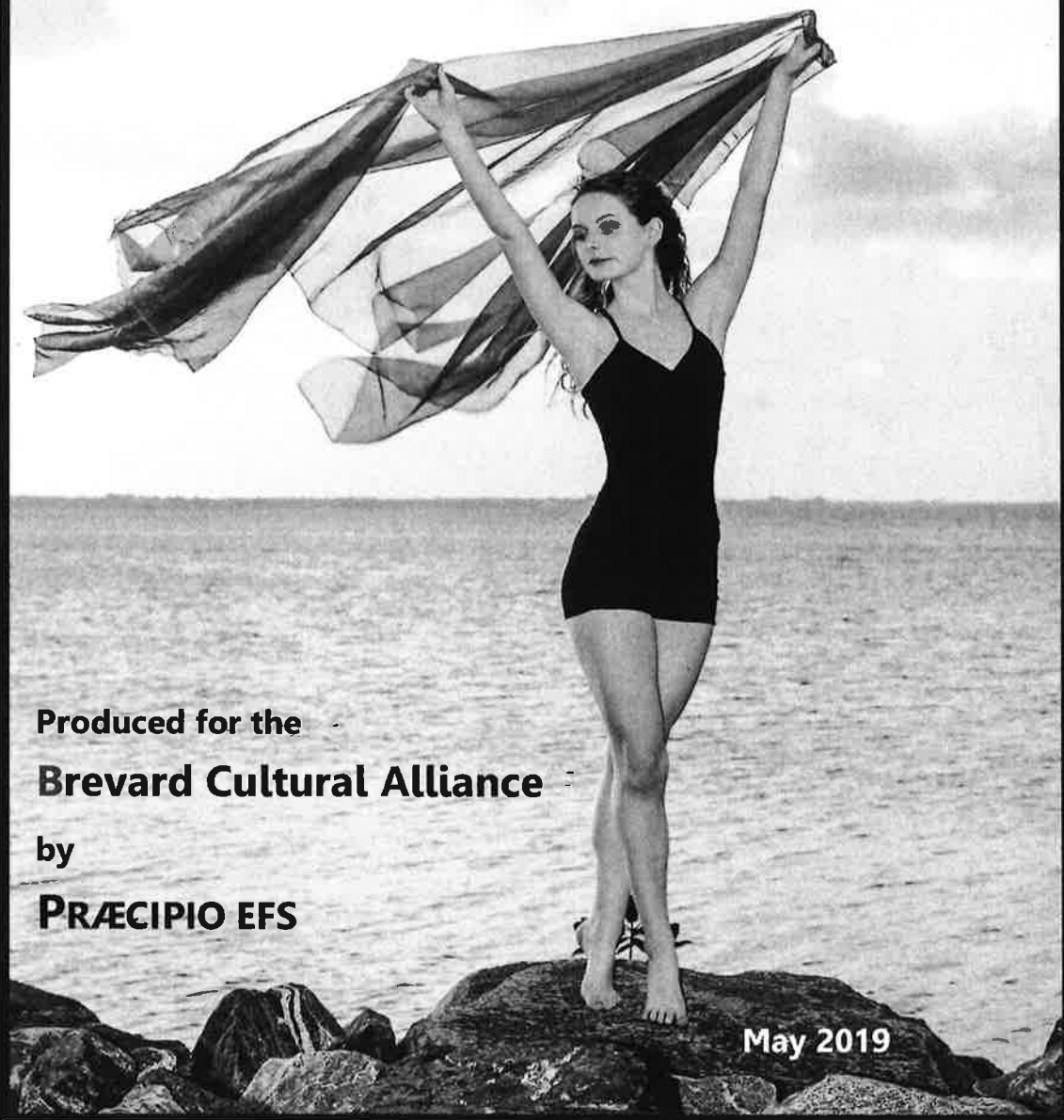
PROJECT #40 - \$2,849 to Cocoa Beach Art Show, Inc. The Cocoa Beach Art Show, Inc is an annual Art festival held on Thanksgiving Weekend in downtown Cocoa Beach featuring live music, artist, vendors, Fireman chili cooking and kids crafts. We request the BOCC find that Tourist Development Tax funds are 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.

- 1 - Titusville Playhouse, Inc
- 2 - Melbourne Chamber Music Society
- 3 - Museum of Dinosaurs and Ancient Cultures
- 4 - Central Brevard Art Association
- 5 - American Police Hall of Fame
- 6 - Melbourne Main Street, Inc.
- 7 - Eau Gallie Arts District
- 8 - Community Band of Brevard (CBOB)
- 9 - Space Coast Art Festival, Inc
- 10 - Valiant Air Command, Inc.
- 11 - Surfside Playhouse
- 12 - Green Gables at Historic Riverview Village, Inc
- 13 - Space Coast Ballet Company
- 14 - Central Florida Winds
- 15 - Native Heritage Gathering, Inc.
- 16 - Melbourne City Ballet Theatre
- 17 - Dance Arts Centre
- 18 - Greater Allen Development Corporation
- 19 - Brevard Nature Alliance
- 20 - Brevard Regional Arts Group, Inc.
- 21 - Brevard Symphony Orchestra
- 22 - Fossamer Art Museum
- 23 - Brevard Youth Chorus
- 24 - Brevard Achievement Center
- 25 - Manay Mandir Inc DBA Indiafest
- 26 - Space Coast Symphony Orchestra
- 27 - National Air Sea and Space Foundation
- 29 - Florida Surf Museum
- 31 - ROSSETTER HOUSE FOUNDATION INC
- 33 - Melbourne Municipal Band Association, Inc.
- 34 - American Space Museum & Space Walk of Fame
- 35 - Space Coast Cultural Arts & Business Organization (Charter)
- 36 - Melbourne Community Orchestra, Inc.
- 37 - Melbourne Art Festival
- 38 - The Historic Cocoa Village Playhouse, Inc.
- 39 - Cocoa Beach Main Street, Inc
- 40 - Cocoa Beach Art Show, Inc

Operating Budget	Prior Year Attendance	Outside Brevard County Visitors	Out of County Visitor %	Visitor Spending	CSGP 20-21 Funding	ROI	NOTES
\$432,456	22,647	5,247	23.17%	\$281,144	\$6,496	\$43	Airsage*
\$100,606	2,100	420	20.00%	\$22,500	\$2,983	\$8	Manual Ticket Counts & Zip Code data
\$701,949	26,740	14,040	52.51%	\$757,825	\$4,381	\$172	Airsage*
\$31,456	1,500	450	30.00%	\$24,129	\$2,660	\$9	Manual Ticket Counts
\$27,000	39,978	11,993	30.00%	\$68,065	\$6,030	\$107	Ticket Sales & Zip Code Data
\$308,476	1,534,276	43,428	2.81%	\$2,328,588	\$4,639	\$502	Airsage* plus took 10% of total visitation for the year to calculate events only visitation
\$145,283	998,754	20,575	2.06%	\$1,103,253	\$4,581	\$241	Airsage* plus took 10% of total visitation for the year to calculate events only visitation
\$26,294	4,500	1,575	35.00%	\$84,452	\$2,832	\$30	Manual Ticket Counts
\$42,422	1,373	573	41.73%	\$30,724	\$2,910	\$11	Airsage*
\$1,274,973	28,430	16,130	56.74%	\$864,891	\$6,197	\$140	Airsage* (2019 Event at Space Coast Daily Park)
\$242,184	4,071	1,018	25.01%	\$54,585	\$4,564	\$12	Ticket Sales
\$30,057	3,500	1,050	30.00%	\$56,301	\$2,921	\$19	Manual Ticket Counts
\$143,840	2,780	780	27.88%	\$15,014	\$4,556	\$3	Airsage*
\$68,400	1,500	723	48.20%	\$11,957	\$2,644	\$5	Manual Ticket Counts
\$55,800	11,080	1,680	15.16%	\$90,082	\$3,043	\$30	Airsage*
\$197,500	1,820	220	12.09%	\$11,796	\$4,331	\$3	Airsage*
\$135,488	1,300	455	35.00%	\$24,397	\$4,215	\$6	Registration & Ticket Sales
\$57,800	1,260	300	23.81%	\$16,086	\$2,854	\$6	Airsage*
\$277,829	1,650	1,254	76.00%	\$67,239	\$4,656	\$14	Registration & Ticket Sales
\$927,355	43,626	9,826	22.52%	\$526,870	\$6,274	\$84	Airsage*
\$1,004,899	58,000	4,060	7.00%	\$217,697	\$6,296	\$35	Ticket Sales
\$42,350	9,858	3,894	39.50%	\$208,796	\$4,631	\$45	Manual Ticket Counts
\$7,804	4,510	570	12.45%	\$30,563	\$2,810	\$11	Airsage*
\$130,000	1,377	725	52.65%	\$12,065	\$5,842	\$2	Program registration. This does not account for 2 exhibits at public venues (King Center, Brevard Zoo)
\$101,359	11,651	1,751	15.03%	\$93,889	\$4,681	\$20	Airsage*
\$517,500	89,930	18,885	21.00%	\$1,012,614	\$6,252	\$162	Ticket Sales
\$451,645	23,099	8,799	38.09%	\$471,802	\$5,831	\$81	Airsage* Taken from 2019 Melbourne Airshow. Airsage data does not go back to last airshow in Cocoa Beach.
\$38,700	8,450	4,250	50.30%	\$27,885	\$3,154	\$72	Airsage*
\$167,813	10,450	1,850	17.70%	\$99,197	\$4,365	\$23	Airsage*
\$197,506	9,393	1,879	20.00%	\$100,752	\$4,331	\$23	Ticket Sales
\$432,456	11,690	4,390	37.55%	\$235,392	\$5,886	\$40	Airsage*
\$28,878	660	190	28.79%	\$10,188	\$2,805	\$4	Ticket Sales
\$43,428	3,500	700	20.00%	\$37,534	\$2,865	\$13	Ticket Sales
\$256,800	25,555	3,555	13.48%	\$217,067	\$4,656	\$46	Airsage*
\$1,854,199	42,939	10,139	23.61%	\$543,653	\$6,518	\$83	Airsage*
\$75,600	81,940	27,940	34.10%	\$1,498,143	\$2,832	\$529	Airsage*
\$60,000	22,730	9,130	40.15%	\$500,275	\$2,849	\$176	Airsage*
				\$12,522,629	\$160,331	\$78	Overall average shows the value of cultural events in total
Operating Budget	Media Impressions	Media Value	Visitors (12%)	Visitor Spending	CSGP 20-21 Funding	ROI	
\$406,134	61,600	\$14,640	7,392	\$396,359	\$5,809	\$68	Using data from recent TDO study showing 12% of people book trips after seeing our advertising
\$8,660	352,558	\$89,000	2,115	\$113,425	\$2,871	\$40	Using data from recent TDO study showing 12% of people book trips after seeing our advertising
\$592,203	14,000,000**	\$33,600	5,040	\$770,745	\$5,986	\$45	**14,000,000 have access to Florida Frontier Television, not actual viewership, used 1% as an example.
				\$780,029	\$14,666	\$53	

* Airsage Data measures "observed cellular devices" and does not include international devices, or those without GPS enabled devices, or people without devices such as children. Add a +/- 10% factor.

The Economic Contribution of Arts & Culture to the Space Coast – 2019 Report



**Produced for the
Brevard Cultural Alliance
by
PRÆCIPIO EFS**

May 2019

The Economic Contribution of Arts & Culture to the Space Coast - 2019

Organization Operational Spending, Construction & Refurbishment Expenditures, & Audience Participation Purchases

Report produced for



May 2019

Analysis by

Michael H. Slotkin, PhD (Principal)
Alexander R. Vamosi, PhD (Principal)



These estimates were produced under contractual agreement with Brevard Cultural Alliance (BCA), a private nonprofit 501(c)(3) agency founded in 1975. BCA's mission is to build and sustain a vibrant and dynamic arts and cultural sector integral to Brevard County's quality of life.

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**Foreword by Neil Levine,
Executive Director,
Brevard Cultural Alliance**

I'm delighted to pen this brief foreword, and I'd like to begin by thanking you for taking the time to read this report. Of course, we know art and culture enhances quality of life; improves outcomes for our students; and as a renowned hi-tech hub we appreciate the synergy between the arts and technology. In addition, the sector is also an economic engine, and the aim of this report is to illustrate how much the Arts and Cultural sector contributes to the economic growth and resilience of Brevard County.



Executive Director,
Neil Levine, Ph.D., FRSA, FCMI

The report assesses the sector's economic contribution based on data gathered from 64 participants who reported around 1.8 million attendances during the reporting period, which generated revenues of \$131 million, and contributed almost \$65 million to our local GDP. These quite extraordinary figures demonstrate how the arts and cultural sector is a dynamic economic engine - supporting jobs, remitting taxes, and contributing significantly to Brevard County.

The arts sector is reliant on discretionary spend and, although seeing strong attendance, we recognize box office receipts alone won't support programmatic excellence. Corporate grants have not returned to pre-recession levels, and philanthropic contributions remain depressed. In addition, Florida's Legislature had cut State-wide funding for the arts from \$43 million to \$2.5 million. This extraordinary cut resulted in Florida's ranking dropping from 10th to 40th in the nation, and of course this vastly reduced support restrains our aspirations for programmatic excellence.

However, we will work hard to continue to trend positive during 2020; our economy is strong, unemployment is down and, as the Arts and Cultural sector continues to innovate and prove itself resilient, I am confident that we will navigate today's disruptions - and once again thrive. As a sector we will continue to demonstrate positive social impact, significant choice for tourist destination, spark creativity and innovation in education - and significantly strengthen the economy.

I hope you will find this report to be relevant and a robust tool for advocacy, and I add my most sincere thanks to those who submitted data - without whom this report could not have been completed!

Dr. Neil Levine
Executive Director BCA
Florida's Space Coast
May 2019

EXECUTIVE SUMMARY

The Economic Contribution of Arts & Culture to the Space Coast is a study commissioned by Brevard Cultural Alliance (BCA), a 501(c)(3) agency whose role is to make arts, heritage, and cultural opportunities accessible to all residents and visitors in Brevard County, Florida. The study estimates the significance of various arts and cultural activities on the Space Coast economy, including direct, indirect, and induced effects. With respect to its constituent parts, the report focuses on the economic contribution of three distinct categories of final demand (i.e., spending): 1) arts and cultural organization budgetary items, including employee compensation and business operating expenses for fiscal year (FY) 2018; 2) capital expenditures occurring during FY 2018; and, 3) spending by arts and cultural event attendees on associated purchases such as meals and drinks, souvenirs, lodging, transportation, and other expenses that occur due to the attendee's art or cultural visit. To coincide with the release date of this report, all values have been converted into year 2019 dollars. This study estimates that the total economic contribution of arts and cultural activity on the Space Coast economy amounts to about **\$130.8 million** in sales and about **\$64.9 million** in terms of gross domestic product.

By category, this analysis estimates that in FY 2018 the aggregate expenditures on employee compensation and business operating expenses by the 64 arts and cultural organizations or events which comprise this report's focal group amounted to about \$29.9 million, when adjusted to present (i.e., 2019) dollars (see Table 1-ES; *direct effect sales*). Combined with subsequent secondary effects, both indirect and induced, the total effect of arts and cultural organization and event operations amounted to about \$52.7 million in terms of sales or output. This supported, in aggregate, just over 586 full and/or part-time jobs. The total value-added from operations, equivalent to county gross domestic product (and income), amounts to about \$23.3 million when both direct and secondary effects are considered. Finally labor income, which is a subset of value-added, comprised about 62.7 percent (\$14.6 of \$23.3 million) of total income generated through arts and cultural organization operating expenditures.

Table 1-ES. Economic Contribution from A&C Organizational Operating Expenditures

Impact Type	Employment	Labor Income	Value Added = County GDP	Total Sales
Direct Effect	335.3	\$7,761,789	\$11,522,391	\$29,870,744
Indirect Effect	183.3	\$4,290,625	\$7,163,802	\$14,769,989
Induced Effect	67.7	\$2,558,492	\$4,603,881	\$8,081,557
Total Effect	586.3	\$14,610,906	\$23,290,074	\$52,722,291

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

The second component of economic contribution involves capital expenditures, as arts and cultural organizations, like any ongoing business concern, augment and refurbish infrastructure and equipment on a periodic basis. During FY 2018, new construction, repair and refurbishment projects, and replacement equipment purchases generated expenditure flows which impacted the Space Coast economy, albeit at a dramatically smaller degree than organization operating expenditures. This report estimates that capital-related activity during FY 2018 comprised about \$0.32 million in direct expenditures, when adjusted to present dollars (see Table 2-ES). Combined with subsequent secondary effects, both indirect and induced, the total effect of capital-related activity during FY 2018 amounted to about \$0.47 million in terms of sales or output. This supported, in aggregate, about 4 full and/or part-time jobs.

Table 2-ES. Economic Contribution from A&C Organizational Capital Expenditures

Impact Type	Employment	Labor Income	Value Added = County GDP	Total Sales
Direct Effect	2.3	\$95,691	\$151,920	\$319,505
Indirect Effect	0.6	\$23,347	\$36,730	\$66,993
Induced Effect	0.7	\$25,269	\$45,471	\$79,819
Total Effect	3.5	\$144,307	\$234,121	\$466,317

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

Finally, the last and largest component of economic contribution involves participation spending, as arts and cultural attendees made purchases associated with their excursion or visit. Items such as meals and drinks, lodging, souvenirs, transportation, day care, and other expenditures incurred by cultural participation provide an economic boost to the Space Coast economy. It is imperative that attendee purchases exclude spending at the venue as those dollars would have circulated through organization operating budgets and have already been factored into the assessment. Including only outside purchases, this report estimates that in FY 2018 audience participation expenditures amounted to about \$48.6 million, after margining and adjustment to 2019 dollars (see Table 3A-ES).

Table 3A-ES. Economic Contribution from A&C Audience Participation Expenditures

Impact Type	Employment	Labor Income	Value Added = County GDP	Total Sales
Direct Effect	940.6	\$21,114,789	\$25,336,578	\$48,614,037
Indirect Effect	97.4	\$3,924,314	\$6,474,912	\$12,241,240
Induced Effect	140.6	\$5,314,292	\$9,566,037	\$16,788,114
Total Effect	1,178.7	\$30,353,395	\$41,377,527	\$77,643,390

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

This amounts to a direct sales effect of about \$27.69 per attendee, for the 1.7555 million participants at events and activities hosted by the 64 organizations which comprise this study group. Combined with subsequent secondary effects, both indirect and induced, the total effect of audience participation expenditures during FY 2018 amounted to about \$77.6 million in terms of sales or output. This supported, in aggregate, just under 1,180 full and/or part-time jobs. The total value-added from operations, which again is equivalent to county gross domestic product and income, amounts to about \$41.4 million when both direct and secondary effects are considered.



Native Rhythms Festival

The economic contribution from audience participation spending can be further segmented to reveal associated impacts from cultural tourism, defined as visitation to the Space Coast from outside locales for the purpose(s) of arts & cultural enjoyment. This report estimates that in FY 2018, cultural tourism expenditures amounted to about \$16.7 million after margining and adjustment to 2019 dollars (see Table 3B-ES). Combined with subsequent secondary effects, both indirect and induced, the total effect of cultural tourism expenditures during FY 2018 amounted to about \$26.3 million in terms of sales or output. This supported, in aggregate, about 363 full and/or part-time jobs.

Table 3B-ES. Economic Contribution from A&C Cultural Tourism

Impact Type	Employment	Labor Income	Value Added = County GDP	Total Sales
Direct Effect	282.8	\$6,440,957	\$8,866,429	\$16,680,139
Indirect Effect	35.7	\$1,424,859	\$2,285,808	\$4,341,226
Induced Effect	44.2	\$1,669,422	\$3,005,109	\$5,273,817
Total Effect	362.7	\$9,535,239	\$14,157,347	\$26,295,182

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

About 34 percent of the output (sales) and GDP (income) impacts from audience participation spending are associated with expenditures from cultural visitors to the area. The total sales effect of Space Coast arts & cultural tourists on overnight lodging is \$6.16 million, which when combined with an average daily room rate of \$115.10, implies an equivalency of about 53,520 room nights rented. It also generates a bed tax collection of about \$308k (i.e., \$6.16 million x 0.05).

All told, Table 4-ES summates the three categories of economic contribution, yielding a direct sales contribution of about \$78.8 million, when adjusted to 2019 dollars. Combined with subsequent secondary effects, both indirect and induced, the total effect of all arts and cultural related expenditures amounted to just over \$130.8 million in terms of sales or output. This supported, in aggregate, just over 1,768 full and/or part-time jobs. The total value-added, which is equivalent to county gross domestic product and income, amounts to about \$64.9 million when both direct and secondary effects are considered.

Table 4-ES. Total Economic Contribution from Arts & Cultural Activity

Impact Type	Employment	Labor Income	Value Added = County GDP	Total Sales
Direct Effect	1,278	\$28,972,269	\$37,010,889	\$78,804,286
Indirect Effect	281	\$8,238,286	\$13,675,445	\$27,078,222
Induced Effect	209	\$7,898,053	\$14,215,389	\$24,949,490
Total Effect	1,768	\$45,108,608	\$64,901,722	\$130,831,998

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

**Space Coast Symphony Orchestra**

PROJECT OVERVIEW, SCOPE, AND METHODOLOGY

Overview

During early spring 2019, BCA contracted with PRÆCIPPIO EFS, Inc. (hereafter PEFS), an economic, financial, and statistical consulting firm located in Brevard County, Florida, and tasked them with providing economic contribution estimates of various arts and cultural activities occurring on the Space Coast. PEFS was charged with determining the economic contribution of: 1) organization operations, including employee compensation and operating expenses, for FY 2018; 2) capital-related activity occurring during FY 2018; and, 3) expenditures by cultural attendees on associated purchases made as a complement to their event participation. These purchases include meals, drinks, transportation, lodging, day care, souvenirs, and others.

Categories 1 and 2 are facilitated by the direct report of organization expenditure data from BCA's project liaison, serving as an intermediary data collector for PEFS. With respect to the components under study, Categories 1 & 2 constitute hard data as the organization budgetary items can be confirmed through audit. Category 3, the impact of associated audience participation expenditures, represents a reconnaissance estimate. Two types of data are required for estimating this contribution: i) an estimated spending profile per attendee, and ii) a precise count for the number of attendees. The latter data item is a hard count, once again facilitated by BCA's project liaison working as an intermediary for PEFS. Due to resource limitations preventing BCA from conducting yearly field surveys, this report utilizes 2015 benchmark data collected under the auspices of Americans for the Arts as well as Bureau of Labor Statistics (www.bls.gov) inflation data to establish a conservative estimate of attendee participation spending to be utilized for contribution analysis. As BCA will be limited in terms of the frequency of field surveying, the reconnaissance rules introduced in the 2014 BCA Economic Contribution Report will be used to establish spending profiles in lieu of audience intercept surveying; they will also be utilized in future studies.

Scope

This report comprises very specific economic contributions associated with arts and culture related activities, concentrating on a few dimensions which are typically covered in economic contribution studies. This report does not examine all potential benefits associated with arts and culture, some of which can be monetized and others which cannot. For example, it excludes analyses dealing with cultural and knowledge endowments, human capital improvements, business incubation and creativity, augmenting civic life, proving opportunities and outlets for juveniles and retirees, and other socio-economic effects benefitting the community. With respect to the contributions actually estimated, they are based on operating, capital, and audience participation expenditures derived from 64 arts

organizations and/or cultural events who agreed to share their budgetary data as well as attendance figures with BCA. It is generally acknowledged that the potential number of organizations who would fall under the umbrella of this type of study is far greater than 64; thus, this report represents a conservative measure of the economic contribution provided by arts and culture to the economy of the Space Coast. Despite these exclusions, the economic contributions reported are substantial, highlighting the pivotal role arts and culture plays in supporting and enriching economic and social life in Brevard County.

Methodology

The principal design of *The Economic Contribution of Arts & Culture to the Space Coast* is that of a **contribution** analysis, defined as an estimate of the flows of spending associated with arts and cultural activities in Brevard County and their identified changes in sales, income, and employment. Impacts are estimated via input-output modeling, where an **input-output** model describes the flows of economic activity between production sectors, capturing what industries must purchase from one another in order to produce goods and services. These flows have both **forward** and **backward** linkages, yielding a multiplicative process whereby spending generates indirect and induced effects, the magnitude of which depends upon spending **leakages**. In short, as the multiplier process unfolds, spending leaks out of the local economy in the form of taxes, savings, profits to out-of-area residents, and payments for goods and services from outside the study region (i.e., imports). In the case of a production function for the amenity services offered by an art or cultural organization, inputs utilized in producing the services which constitute final demand, such as labor, equipment, utilities, and others, are sometimes sourced from outside the study area; this would constitute a leakage.

An input-output model for the economy of Brevard County was constructed using **IMPLAN**,¹ an integrated software and data package used by more than 1,300 academic institutions, federal and state government agencies, and private consulting firms. Expenditures associated with arts and cultural related activities were then applied to IMPLAN's social accounting model which factors in commuting, tax, and saving behavior by households in establishing multiplier effects, yielding the summary results detailed in the Executive Summary and the balance of this report. IMPLAN also affords the analyst the ability to index prices to the appropriate study year.

Economic contributions are determined by adjusting the aggregate expenditure or final demand value to ascertain the **direct effect**. The direct sales effect represents changes in production that occur due to changes (in this case) in arts and cultural related expenditures. Retail purchases, a portion of final demand, must be factored to segment the **purchaser price** into appropriate retail, wholesale, and transportation **margins** along with the **producer price**. In most

¹ IMPLAN® Version 3.0. See www.implan.com.

instances retail items are manufactured elsewhere; consequently, only those margins derived locally are factored into the direct effect. Services represent producer prices and thus need not be margined.

The establishment of the “true” direct effect becomes the starting point for a multiplicative process in which direct sales effects lead to secondary effects known as **indirect** and **induced effects**. The former are changes in production that occur as backward-linked industries respond to changes in final demand in directly affected industries. For example, an increase in restaurant meals triggers production responses from food and beverage vendors which supply eating and drinking establishments. These latter, induced effects, represent changes in economic activity resulting from income changes accruing directly or indirectly through changes in aggregate spending. In other words, workers supported by arts and cultural related activities expend their earnings on an array of consumer goods and services, much of which occurs locally.

The **total effect** sums both the direct and secondary effects, and represents the aggregate economic contribution of arts and cultural related activities in Brevard County, stated in terms of output, value-added, and employment. **Value-added** describes the payments made by industry to wages, interest, profits, and indirect business taxes, and is analogous to the gross domestic product (GDP) estimates provided in business/macroeconomic reports. For further details on the terminology utilized in economic contribution analyses (i.e., the bold terms in the narrative of this report, please see the glossary found in the Appendix.²



Cocoa Village Playhouse

² See also Stynes (1999) for an accessible background on contribution analysis.

ECONOMIC CONTRIBUTIONS FROM OPERATING EXPENDITURES

One pathway by which arts and cultural activity spur economic activity on the Space Coast is through the spending behavior of commercially active organizations. Arts and cultural institutions expend significant dollars conducting normal, day-to-day business operations. Broadly speaking, these operating expenses include salary and non-salary related charges such as marketing expenses, printing and office supplies, insurance and other business contractual services, production and event related purchases, rent, and others.

The specific contribution identified and estimated in this section concerns the aggregate expenditures on employee compensation and business operating expenses by the 64 arts and cultural organizations or events which comprise the FY 2018 study group (see Tables 5A-B). Operating expenditures were aggregated into six distinct industry sectors and then entered into IMPLAN for analysis.

Table 5A. Participating Arts and Cultural Organizations and/or Events – FY 2018

Brevard Cultural Alliance	artsbrevard.org
American Jazz Pianist Competition	americanjazzpianistcompetition.org
American Police Hall of Fame	aphf.org
American Space Museum	spacewalkoffame.org
Art & Antique Studio	artandantiquestudio.com
Art of Sustainability	theartofsustainability.org
ArtWorks of Eau Gallie Fine Arts Festival	artworksofeaugallie.org
Brevard Achievement Center	bacbrevard.com
Brevard Nature Alliance / Birding Festival	brevardnaturealliance.org
Brevard Symphony Orchestra	brevardsymphony.com
Brevard Symphony Youth Orchestra	bsyo.us
Brevard Watercolor Society	brevardwatercolorsociety.com
Brevard Youth Chorus	brevardyouthchorus.org
Brevard Zoo	brevardzoo.org
Carolyn Seiler & Friends Gallery	carolynseiler.com/#!/__friends
Central Brevard Art Association	cbaaartists.com
Central Brevard Rock & Gem Club	centralbrevardgems.org
Cocoa Beach Art Show	cocoabeachartshow.com
Cocoa Beach Main Street	mainstreetcocoabeach.com
Cocoa Village Art & Craft Fairs	visitcocoavillage.com
Cocoa Village Playhouse	cocoavillageplayhouse.com
Cocoa Village Sip & Strolls .	visitcocoavillage.com
Dance Arts Centre	danceac.com
Derek Gores Gallery	derekgores.com/gallery/

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

Table 5B. Participating Arts and Cultural Organizations and/or Events – FY 2018

Eau Gallie Arts District Main Street	eaugallieartsdistrict.com
Fifth Avenue Art Gallery	fifthavenueartgallery.com
Florida Historical Society	myfloridahistory.org
Florida Surf Museum	floridasurfmuseum.org
Foosaner Art Museum	foosanerartmuseum.org
Funk Center for Textile Arts	textiles.fit.edu
Greater Titusville Renaissance	greatertitusville.com
H.T. & H.V. Moore Cultural Complex	harryharriette.moore.org
Henegar Center	henegar.org
Hometown Hope	hometownhopeinc.org
Indiafest	indiafestbrevard.org
Indialantic Chamber Singers	indialanticchambersingers.org
King Center for the Performing Arts	kingcenter.com
Melbourne Art Festival	melbournearts.org
Melbourne Chamber Music Society	melbournechambermusicsociety.org
Melbourne Community Orchestra	mcorchestra.org
Melbourne Main Street	downtownmelbourne.com
Melbourne Municipal Band	mmband.net
Museum of Dinosaurs	museumofdinosaurs.org
Native Rhythms Festival	nativerhythmsfestival.com
North Brevard Art League	northbrevardartleague.com
Platinum Show Chorus	platinumshowchorus.com
Rossetter House Museum	rossetterhousemuseum.org
Salvation Army Arts Program	salvationarmyflorida.org/ncbrevard/performing-arts-school/
SBG Fine Arts Gallery	sbgfineartsgallery.com
Space Coast Art Festival	spacecoastartfestival.com
Space Coast Cultural Arts & Business	sccabo.org
Space Coast Flute Orchestra	scfo.org
Space Coast Jazz Society	spacecoastjazzsociety.com
Space Coast Symphony Orchestra	spacecoastsymphony.org
Strawbridge Art League	strawbridgeart.org
Studios of Cocoa Beach	studiosofcocoabeach.org
Surfside Players	surfsideplayers.com
The Downtown Gallery	thedowntownartgallery.com
Titusville Playhouse	titusvilleplayhouse.com
Valiant Air Command / TICO Airshow	valiantaircommand.com
Viera Art Festival	vieraarts.com
Viera Dance Conservatory	vieradance.com
Walk on Water Ministries	walkonwaterhorses.com
WFT	wfit.org

Source: PR/ECIPIO EFS & Brevard Cultural Alliance

Table 6 details the economic contributions in terms of sales, income (i.e., GDP), and employment (i.e., full and part-time job equivalents). The income contribution is further disaggregated into: i) labor, whether it is employee compensation or proprietors' income; ii) dividends, interest, and rent (i.e., other property income); and, iii) the income portion collected by government through sales and excise taxes, custom duties, etc. Though not a hard rule, professional economists tend to focus more on income contribution, while business and tourism officials, who typically express performance in revenue terms, concentrate on sales. Since some of the sales generated flow from one industry sector into another as part of the process in creating final goods, income or value-added will be a subset of total sales or output. Employment refers to the equivalent full and part-time jobs needed to sustain the increase in production generated by the various arts and cultural expenditures.

Collectively, the FY 2018 operating budgets of the 64 participating organizations and events amounted to \$29,842,446. This is the numerical entry, albeit parsed into five separate IMPLAN industry sectors, which precipitates the economic contribution and subsequent secondary effects, both indirect and induced. It is adjusted by IMPLAN into year 2019 dollars, which is why the number highlighted in blue in the "direct effect sales" cell in Table 6, differs slightly from the aggregated FY 2018 operating expenditures by the study group.

Table 6. Economic Contributions from Operating Expenditures – Full Table

ECONOMIC CONTRIBUTIONS	DIRECT EFFECT	INDIRECT EFFECT	INDUCED EFFECT	TOTAL EFFECT
OUTPUT = SALES	\$29,870,744	\$14,769,989	\$8,081,557	\$52,722,291
VALUE-ADDED = GDP	\$11,522,391	\$7,163,802	\$4,603,881	\$23,290,074
<i>Labor Income</i>	<i>\$7,761,789</i>	<i>\$4,290,625</i>	<i>\$2,558,492</i>	<i>\$14,610,906</i>
Employee Compensation	\$7,340,628	\$3,353,229	\$2,315,111	\$13,008,968
Proprietors Income	\$421,161	\$937,396	\$243,381	\$1,601,939
<i>Other Property Type Income</i>	<i>\$1,102,121</i>	<i>\$2,267,428</i>	<i>\$1,550,495</i>	<i>\$4,920,044</i>
<i>Indirect Business Taxes</i>	<i>\$2,658,481</i>	<i>\$605,749</i>	<i>\$494,894</i>	<i>\$3,759,124</i>
EMPLOYMENT = FT & PT	335.3	183.3	67.7	586.3

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

In sum, the total effect of arts and cultural organization and event operations amounted to about \$52.7 million in terms of sales or output, and about \$23.3 million in terms of income. This supported, in aggregate, just over 586 full and/or part-time jobs. These numbers are highlighted in grey in Table 6, and correspond to the last row in Table 1-ES in the Executive Summary.

Oftentimes “multipliers” are reported in contribution analyses, which detail secondary effects in relation to the direct effects. For example, in Table 6 the output multiplier can be obtained by dividing \$52,722,291 by \$29,870,744, in essence, the ratio of the total output effect to the direct output effect. The output multiplier for operating expenditures is 1.765, implying that each dollar of sales generates an additional 76.5 cents in sales through secondary effects. Other contribution multipliers (i.e., value-added, employment, etc.) can be obtained in a similar manner.



Youth Mural Project

ECONOMIC CONTRIBUTIONS FROM CAPITAL EXPENDITURES

Capital expenses constitute new construction or refurbishment of infrastructure, painting, equipment replacement, and other related items. Collectively, in FY 2018 the 64 participating organizations and events amassed \$316,486 in capital expenditures, parsed into two separate IMPLAN industry sectors. Due to conversion into year 2019 dollars, the number highlighted in blue in the “direct effect sales” cell in Table 7 differs slightly from the aggregated FY 2018 capital expenditures figure cited above.

Table 7. Economic Contributions from Capital Expenditures – Full Table

ECONOMIC CONTRIBUTIONS	DIRECT EFFECT	INDIRECT EFFECT	INDUCED EFFECT	TOTAL EFFECT
OUTPUT = SALES	\$319,505	\$66,993	\$79,819	\$466,317
VALUE-ADDED = GDP	\$151,920	\$36,730	\$45,471	\$234,121
<i>Labor Income</i>	\$95,691	\$23,347	\$25,269	\$144,307
Employee Compensation	\$84,901	\$20,962	\$22,866	\$128,729
Proprietors Income	\$10,790	\$2,385	\$2,404	\$15,578
<i>Other Property Type Income</i>	\$53,735	\$8,539	\$15,313	\$77,587
<i>Indirect Business Taxes</i>	\$2,494	\$4,845	\$4,888	\$12,227
EMPLOYMENT = FT & PT	2.3	0.6	0.7	3.5

Source: *PRÆCIPIO EFS & Brevard Cultural Alliance*

In sum, the total effect of arts and cultural organization and event capital expenditures amounted to about \$0.466 million in terms of sales or output, and about \$0.234 million in terms of income. This supported, in aggregate, approximately 3.5 full and/or part-time jobs. These numbers are highlighted in grey in Table 7, and correspond to the last row in Table 2-ES in the Executive Summary. The output multiplier for capital expenditures is 1.46, implying that each dollar of sales generates an additional 46 cents in sales through secondary effects. Multipliers differ by industry and contribution category.



King Center



Brevard Symphony Orchestra

ECONOMIC CONTRIBUTIONS FROM AUDIENCE EXPENDITURES

Almost 1.7555 million patrons attended arts and cultural events sponsored by the participating Space Coast organizations during FY 2018, and spending by arts and cultural audiences are a significant driver of economic activity in Brevard County. By their very nature, arts and cultural activities prompt associated purchases by event attendees that, in many cases, equal or exceed the actual cost of admission itself. For example, evening performances are oftentimes preceded by dinner and drinks, may require child care services, and occasionally entail specialty retail purchases such as clothing or accessories. Other associated purchases include snacks and refreshments, ground transportation expenses, overnight lodging accommodations, souvenir and gift purchases, and others.

In the 2014 economic contribution report a methodology was established for determining a proxy spending profile for Space Coast audiences in the absence of primary intercept data. For this year's report, the established guidelines require benchmarking to Central Florida estimates from Arts and Economic Prosperity V combined with simple indexing of these FY 2015 benchmarks by the consumer price index (CPI). Tables 8a-8b and 9a-9b highlight the FY 2015 spending profile for Central Florida as revealed in Arts and Economic Prosperity V as well the benchmarked profile for Space Coast arts & culture audiences. In addition, aggregate expenditures for local patrons versus cultural tourists are included.

Table 8a. 2015 Spending Profile for Central Florida A&C Audiences

	Local Patrons	Cultural Tourists	ALL Central Florida Event Attendees
Meals/Refreshments	\$15.59	\$17.97	\$16.05
Souvenirs and Gifts	\$2.93	\$6.75	\$3.67
Ground Transportation	\$2.59	\$6.33	\$3.31
Overnight Lodging	\$0.83	\$17.97	\$4.14
Other	\$2.48	\$4.60	\$2.89
Total Per-Person Spending	\$24.42	\$53.62	\$30.06

Source: Americans for the Arts, AEPV

Table 8b. 2015 Aggregate Expenditures for Central Florida A&C Audiences

	Local Patrons	Cultural Tourists	ALL Central Florida Event Attendees
Total Event Attendance	5,478,145	1,310,139	6,788,284
Percent of Attendees	80.7 percent	19.3 percent	100 percent
Average Dollars Spent Per Attendee	\$24.42	\$53.62	\$30.06
Total Event-Related Spending	\$133,776,301	\$70,249,653	\$204,025,954

Source: Americans for the Arts, AEPV

Table 9a. 2019 Proxy Spending Profile for Space Coast A&C Audiences

	Local Patrons	Cultural Tourists	ALL Brevard County Event Attendees
Meals/Refreshments	\$15.65	\$18.03	\$16.11
Souvenirs and Gifts	\$2.94	\$6.77	\$3.68
Ground Transportation	\$2.60	\$6.36	\$3.32
Overnight Lodging	\$0.84	\$18.03	\$4.15
Other	\$2.49	\$4.62	\$2.90
Total Per-Person Spending	\$24.51	\$53.81	\$30.16

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance

Table 9b. 2019 Proxy Aggregate Expenditures for Space Coast A&C Audiences

	Local Patrons	Cultural Tourists	ALL Brevard County Event Attendees
Total Event Attendance	1,416,688	338,812	1,755,500
Percent of Attendees	80.7 percent	19.3 percent	100 percent
Average Dollars Spent Per Attendee	\$24.51	\$53.81	\$30.16
Total Event-Related Spending	\$34,723,023	\$18,231,474	\$52,954,497

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance



Valiant Air Command

Overall, the 1.7555 million attendees of the 64 arts and cultural organizations comprising this study expended more than \$52.95 million on purchases associated with their patronage, yielding a weighted average per patron spending of \$30.16. These FY 2018 aggregate audience expenditures, parsed into multiple IMPLAN industry sectors, precipitate the economic contribution and subsequent secondary effects, both indirect and induced, detailed in Table 10. Due to the *margin*ing of retail sales, the number highlighted in blue in the “direct effect sales” cell in Table 10 differs slightly from the aggregated FY 2018 audience expenditures figure cited above.

Table 10. Economic Contributions from Audience Participation Expenditures – Full Table

ECONOMIC CONTRIBUTIONS	DIRECT EFFECT	INDIRECT EFFECT	INDUCED EFFECT	TOTAL EFFECT
OUTPUT = SALES	\$48,614,037	\$12,241,240	\$16,788,114	\$77,643,390
VALUE-ADDED = GDP	\$25,336,578	\$6,474,912	\$9,566,037	\$41,377,527
<i>Labor Income</i>	\$21,114,789	\$3,924,314	\$5,314,292	\$30,353,395
Employee Compensation	\$17,171,704	\$3,426,085	\$4,808,442	\$25,406,230
Proprietors Income	\$3,943,085	\$498,230	\$505,850	\$4,947,165
<i>Other Property Type Income</i>	\$776,867	\$2,008,365	\$3,223,086	\$6,008,159
<i>Indirect Business Taxes</i>	\$3,445,082	\$542,232	\$1,028,659	\$5,015,973
EMPLOYMENT = FT & PT	940.6	97.4	140.6	1,178.7

Source: PRÆCIPPIO EFS & Brevard Cultural Alliance



Eau Gallie Arts District

The total effect of audience expenditures amounted to about \$77.6 million in terms of sales or output, and about \$41.4 million in terms of income. This supported, in aggregate, just over 1,180 full and/or part-time jobs. These numbers are highlighted in grey in Table 10, and correspond to the last row in Table 3A-ES in the Executive Summary. The output multiplier for audience participation expenditures is 1.597, implying that each dollar of direct sales generates an additional 59.7 cents in output through secondary effects.

As discussed in the Executive Summary, the economic contributions detailed in Table 10 can be segmented to reveal the impacts derived solely from cultural tourism, which is a focal point of Destination Marketing Organizations. About 34 percent of the output (sales) and GDP (income) impacts from audience participation spending are associated with expenditures from cultural visitors to the area. Even further than that, IMPLAN details impacts by industry, so that it is possible to ascertain the total sales effect of Space Coast arts & cultural tourists on overnight lodging. About \$6.16 million is the aggregated output effect, which when combined with an average daily room rate of \$115.10, implies an equivalency of about 53,520 room nights rented. It likewise entails a bed tax collection of about \$308k (i.e., \$6.16 million x 0.05).



Dance Arts Center

TOTAL ECONOMIC CONTRIBUTIONS FROM ARTS AND CULTURE

Due to the linear properties inherent in input-output analysis, the total economic contribution from arts and cultural activities is simply an amalgamation of the contributions derived from each sub-category of expenditure: 1) arts and cultural organization operational expenses; 2) capital procurement; and, 3) spending by arts and cultural event attendees on associated purchases. Table 11 below aggregates the results from Tables 6, 7, and 10, respectively.

In sum, the total estimated effect of arts and cultural activities on the Space Coast economy amounted to about \$130.8 million in terms of sales or output, and about \$64.9 million in terms of income. This supported, in aggregate, just over 1,768 full and/or part-time jobs. These numbers are highlighted in grey in Table 11, and correspond to the last row in Table 4-ES in the Executive Summary. The overall output multiplier for arts and cultural related expenditures is 1.66, implying that each dollar of sales generates an additional 66 cents in sales through secondary effects. In a variety of Brevard County tourism related studies conducted by PEFS, overall multipliers of this magnitude tend to be observed.

Table 11. Total Economic Contributions from Art & Culture Expenditures – Full Table

ECONOMIC CONTRIBUTIONS	DIRECT EFFECT	INDIRECT EFFECT	INDUCED EFFECT	TOTAL EFFECT
OUTPUT = SALES	\$78,804,286	\$27,078,222	\$24,949,490	\$130,831,998
VALUE-ADDED = GDP	\$37,010,889	\$13,675,445	\$14,215,389	\$64,901,722
<i>Labor Income</i>	<i>\$28,972,269</i>	<i>\$8,238,286</i>	<i>\$7,898,053</i>	<i>\$45,108,608</i>
Employee Compensation	\$24,597,233	\$6,800,276	\$7,146,418	\$38,543,927
Proprietors Income	\$4,375,036	\$1,438,010	\$751,635	\$6,564,682
<i>Other Property Type Income</i>	<i>\$1,932,563</i>	<i>\$4,284,332</i>	<i>\$4,788,894</i>	<i>\$11,005,789</i>
<i>Indirect Business Taxes</i>	<i>\$6,106,056</i>	<i>\$1,152,826</i>	<i>\$1,528,441</i>	<i>\$8,787,324</i>
EMPLOYMENT = FT & PT	1,278	281	209	1,768

Source: PRÆCIPIO EFS & Brevard Cultural Alliance

CLOSING COMMENTS

These efforts at reporting the economic contribution from arts and cultural activity are best viewed as self-limited, good-faith attempts to provide a holistic picture of expenditures *solely based on entities willing to participate in the process*. The number of organizations who potentially could be included in this study exceeds the numbers who have actually contributed data. The fact that organizations have agreed to share their economic data is a testament to their belief in the value of these efforts as well as a movement towards greater congruence between the estimated values and what we would expect the *true* value to be. Since attendee figures and organizational spending are based on hard counts and not statistically imputed values, the numbers in this report are still a lower-bound of that true value.

We close this report by reiterating cautionary notes offered earlier in the report, which highlighted the potential benefits associated with arts and culture that are not included in this analysis. The augmentation of cultural and knowledge endowments, human capital improvements, business incubation and creativity effects, the promotion of civic life, the improvement in opportunities and outlets for juveniles and retirees through volunteerism, the emotional release-valve for working professionals, and other socio-economic effects benefitting the community are all byproducts of a vibrant arts and cultural sector. While they are not part of the preceding analysis, they are indicative of the way the Space Coast's cultural organizations contribute to improving and advancing life in Brevard County. Thank you for reading.



Harley Bassoons

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SCSO Film Series

APPENDIX - GLOSSARY OF TERMS

Backward Linkage	Links an industry to its suppliers or a household and the producers of household goods and services
Capture Rate	The portion of total nonprofit art and culture audience spending that accrues to local production (i.e., the direct effect)
Direct Effects	The set of expenditures applied to the predictive model for impact analysis (i.e., the first round of spending)
Employee Compensation	Wages, salaries, other labor income, and employer and employee contributions to social insurance
Final Demands	Consist of purchases of goods and services for final consumption as opposed to an intermediate purchase where the good will be further remanufactured
Forward Linkage	Links between an industry producing a good or service and the consumers of the good or service
Contribution Analysis	An estimate of the flows of spending associated with economic activities and their identified changes in sales, income, and employment within a specific region.
IMPLAN	A software package used for input-output analysis
Indirect Business Taxes	Sales, excise taxes, custom duties, fees collected by businesses
Indirect Effects	The changes in sales, income or employment within the region in backward-linked industries supplying goods and services
Induced Effects	The increase in sales within a region from household spending of the income earned via direct and indirect effects
Input-Output Model	Models the flows or interactions between industrial sectors (I-O) within a county or region
Labor Income	In general it represents all forms of employment income. In I-O it is the sum of employee compensation and proprietor income.
Leakages	Dollars lost from the local economy in the form of state and federal tax payments, savings, profits earned by non-residents, and payments for goods/services imported from outside of the study region
Margins	Represent the difference between producer and purchaser prices
Other Property Type Income	Dividends, interest, rent

Producer Prices	Prices of the goods at the site of production for commodity industries. For the margin industries, it is the value added (or the margin) to the value of goods purchased for resale.
Production Function	The relationship between the output of a good and the inputs required to produce that good for any given industry.
Proprietors Income	Sole proprietorship and self-employed income
Purchaser Prices	Prices paid by the end user of the good or service at a retail store.
SAMs	Social Accounting Matrices are a set of regional economic accounts which describe transfers between institutions as well as value added components
Total Effects	The sum of direct, indirect and induced effects.
Type SAM Multipliers	The total production requirements of all industries within a given region to meet the industry and institutions' demands, as specified by the user, triggered by \$1 of consumption of the goods/services produced by a specified industry. They include direct, indirect, and induced effects and account for commuting, tax, and saving behavior by households.
Value-Added	Payments made by industry to workers, interest, profits and indirect business taxes; equivalent to GDP

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