



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Unfinished Business

H.2.

9/12/2023

Subject:

Reconsideration re: Tourist Development Council FY 2023-24 Cultural Support Grant Program Recommendations.

Fiscal Impact:

FY 2023-24: \$530,000 previously transferred by the Board from Cultural Fund 1446 to Marketing Fund 1441.

Dept/Office:

District 2 Commissioner

Requested Action:

It is requested that the Board of County Commissioners: (1) pursuant to BCC-97 III.K, suspend Robert's Rules of Order; (2) reconsider its action at the August 8, 2023 regular meeting on Item I.3., Approval re: Tourist Development Council FY 2023-24 Cultural Support Grant Program Recommendations; and (3) approve the Tourist Development Council's recommendation regarding funding for the FY 2023-24 Cultural Support Grant Program, including legislative findings. Each action requires a majority vote of the Board.

Summary Explanation and Background:

Pursuant to BCC-97, the Board has adopted Robert's Rules of Order. Under Robert's Rules, a motion to reconsider may be made by a commissioner who voted on the prevailing side of the motion. Commissioner Goodson voted on the prevailing side of the motion on Item I.3. at the August 8, 2023 meeting, and thus, could have made a motion to reconsider. However, a motion to reconsider must be made at the same meeting, and accordingly, is not available at a subsequent meeting.

Commissioner Goodson requests that the Board suspend Robert's Rules. Pursuant to BCC-97 III.K., the Board may do so by a majority vote of the Board. Commissioner Goodson further requests that the Board reconsider Item I.3. from the August 8, 2023 meeting and approve the Tourist Development Council's recommendation regarding funding for the FY 2023-24 Cultural Support Grant Program, to include the appropriate legislative findings.

Attachments:

1. Agenda Report - Item I.3. from August 8, 2023
 - A. FY23-24 CSGP Funding
 - B. Agenda Item CSGP FY 23-24 Backup

Clerk to the Board Instructions:

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



September 13, 2023

MEMORANDUM

TO: Tom Goodson, Commissioner District 2

RE: Item H.2., Reconsideration of Tourist Development Council's (TDC) Fiscal Year (FY) 2023-2024 Cultural Support Grant Program

The Board of County Commissioners, in regular session on September 12, 2023, granted a reconsideration of its action taken at the August 8, 2023 regular meeting on Item I.3., Approval for Tourist Development Council FY 2023-2024 Cultural Support Grant Program Recommendations; and directed staff to bring the the single marketing grant program for major events, cultural events, and sporting events grants for FY 2023-2024 worksheet to the TDC for review and provide recommendations to the Board at the October 10, 2023, regular Board of County Commission meeting.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

Kimberly Powell
Kimberly Powell, Clerk to the Board

cc: Tourism Development Office
Each Commissioner
County Attorney
Finance
Budget



Brevard County Board of County Commissioners

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Legislation Text

File #: 6017, **Version:** 1

Subject:

Approval, Re: Tourist Development Council FY 2023-24 Cultural Support Grant Program recommendations.

Fiscal Impact:

FY 2023-24: \$530,000, Cultural Fund 1446/293020. Note: this is higher than the previously approved Board authorized budget allocation of \$400,000, but there is funding available in the Cultural Fund.

Dept/Office:

Tourism Development Office

Requested Action:

It is requested the Board of County Commissioners approve the Tourist Development Council's recommendation to approve funding for the following FY 2023-24 Cultural Support Grant Program applications listed:

- Titusville Playhouse - \$25,000
- Space Coast Symphony Orchestra - \$ 20,000
- Melbourne Art Festival - \$15,000
- Melbourne Main Street - \$25,000
- Space Coast Pride - \$15,000
- Historic Cocoa Village Main Street - \$25,000
- Cape Canaveral Lighthouse - \$25,000
- Maxwell C. King Center for the Performing Arts, Inc. - \$25,000
- Space Coast Art Festival - \$15,000
- Brevard Symphony Orchestra - \$25,000
- Surfside Playhouse - \$15,000
- The Historic Cocoa Village Playhouse - \$25,000
- Green Gables - \$15,000

- American Police Hall of Fame - \$25,000
- Museum of Dinosaurs & Ancient Cultures - \$25,000
- U.S. Space Walk of Fame Foundation - \$25,000
- Native Heritage Gathering, Inc. - \$20,000
- Valiant Air Command, Inc. - \$25,000
- Melbourne Municipal Band Association - \$15,000
- City of Palm Bay - \$20,000
- Florida Surf Museum - \$20,000
- Field Manor Foundation, Inc. - \$15,000
- Cocoa Beach Main Street - \$25,000
- Brevard Regional Arts Groups, Inc. - \$25,000
- The Harry T & Harriette V. Moore Cultural Complex, Inc. - \$20,000

Further, based on the facts specified for each grant, by approving this agenda item, the Board will make the legislative findings the Tourist Development Tax funds are authorized for 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. 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.

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 upon County Attorney and Risk Management Approval. It is also requested to authorize the County Manager to execute necessary budget change requests.

Summary Explanation and Background:

The Cultural Support Grant Program is designed to promote cultural 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 grant applications are reviewed and scored 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.

The Cultural Committee at their July 19, 2023 meeting and the Tourist Development Council at their July 26, 2023 meeting unanimously recommended that the Board approve funding the Twenty-five (25) applications as well as make the necessary legislative findings for each grant award.

All awards will be on a grant reimbursement basis. Reimbursement grants up to \$25,000 are available to support events or programs that benefit Florida's Space Coast in this manner. The Cultural Committee, TDC, and Board of County Commissioners approved funding award amounts within the Guidelines to determine the funding level by the number of Out-of-County visitors in attendance for each grant. Referring to the FY 2023-24 Guidelines, Section 6.0 Available Funds the funding tier is as follows: applications that attract 1,000-2,500 Out-of-County attendees are eligible for \$15,000; 2,501-5,000 Out-of-County attendees are eligible for \$20,000; 5,001+ Out-of-County attendees are eligible for \$25,000. After allocating the appropriate funds per their Out-of-County attendees to each application the Total Funding requests for all approved applications is \$530,000 which is higher than the \$400,000 allocated, however, the Cultural Fund has funding available to award the \$530,000 in grants recommend by the TDC.

During the grant cycle two years ago, the Board asked for more detailed information on Return on Investment (ROI), or a calculation of the visitor spending that reflects the season/event impact of out-of-county visitor's impact on Brevard County tourism. This request has resulted in significant changes to the Cultural Support Grant Program Guidelines. These include:

- Events/Activities must be held in-person with in-person attendees
- Main purpose to attract out-of-county visitors to Brevard County
- Virtual or Media events will not qualify
- Out-of-county visitors must account 1,000 total visitation
- 50% of awarded funding must be spent on Out-of-County advertising
- The funding is based on a predetermined amount (\$15,000; \$20,000; and \$25,000) according to the number of out-of-county attendees as determined by the Tourism Development Office

This updated information is found in the attached scoresheet. This document includes Total Points Earned, Average score (Total Points Earned divided by the number of Committee members who scored that application), the Trimmed Mean Average (with low and high scores removed), Rank Order (referring to highest to lowest Trimmed Mean Average), Funding, and OOC# (Out-of-County visitation number).

The FY 2023-2024 Cultural Support Grant Program Guidelines require each application to reach the minimum application score of 80 and a minimum Out-of-County visitation of 1,000.

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.

Cultural Support Grant Program
FY 2023-2024

ATTACHMENT 1.A.

Project Number	Judge #1 - Andrea Young	Judge #2 - Juliet Misconi	Judge #3 - Jim Ridenour	Judge #4 - Jim Platman	Judge #5 - Bonnie King	Judge #6 - Aaron Collins	Judge #7 - Steven Heron	Judge #8 - Kim Wilson	Judge #9 - Mariah Castro	TOTAL points earned	AVERAGE	TRIMMED MEAN AVERAGE	Rank Order	Funding	OO#
11 Titusville Playhouse	98	98	100	85	100	95	X	90	98	764	95.50	96.50	1	\$25,000	15,797
1 Space Coast Symphony Orchestra	80	96	100	88	100	X	95	91	94	744	93.00	94.00	2	\$20,000	2,913
17 Melbourne Art Festival	83	94	96	86	100	88	97	98	95	837	93.00	93.43	3	\$15,000	1,244
23 Melbourne Main Street	100	90	96	82	100	88	91	96	90	832	92.44	92.86	4	\$25,000	5,212
21 Space Coast Pride	100	94	94	82	100	88	92	91	90	831	92.33	92.71	5	\$15,000	1,316
22 Cocoa Village Main Street	100	89	80	77	100	97	93	93	94	823	91.44	92.29	6	\$25,000	6,902
5 Cape Canaveral Lighthouse	100	82	99	78	100	90	87	94	90	820	91.11	91.71	7	\$25,000	6,001
13 Maxwell King Center	100	91	95	86	100	88	81	100	82	823	91.44	91.71	8	\$25,000	34,400
8 Space Coast Art Festival	80	93	92	84	95	88	97	93	91	816	90.67	91.29	9	\$15,000	1,108
20 Brevard Symphony Orchestra	85	91	93	84	96	85	93	84	98	809	89.89	89.86	10	\$25,000	5,468
24 Surfside Playhouse	100	89	94	77	100	88	89	92	65	794	88.22	89.86	11	\$15,000	1,322
2 Cocoa Village Playhouse	91	84	100	80	X	91	92	88	90	716	89.50	89.33	12	\$25,000	7,646
12 Green Gables	80	77	100	86	100	86	92	90	88	799	88.78	88.86	13	\$15,000	1,921
14 American Police Hall of Fame	100	70	94	83	100	79	88	90	86	790	87.78	88.57	14	\$25,000	7,326
7 Museum of Dinosaurs	85	91	96	72	100	84	92	81	89	790	87.78	88.29	15	\$25,000	23,901
29 US Space Walk of Fame Foundation	88	81	95	81	X	83	92	88	92	700	87.50	87.33	16	\$25,000	6,097
3 Native Rhythms Festival	64	85	94	65	99	84	94	94	88	767	85.22	86.29	17	\$20,000	2,712
18 Valiant Art Command	80	67	100	82	100	82	95	80	96	782	86.89	87.86	18	\$25,000	12,610
27 Melbourne Municipal Band	84	85	85	79	100	90	93	82	61	759	84.33	85.43	19	\$15,000	1,715
15 City of Palm Bay	100	X	70	79	98	84	79	91	79	680	85.00	85.00	20	\$20,000	4,361
6 Florida Surf Museum	80	80	84	82	90	80	86	88	97	767	85.22	84.29	21	\$20,000	4,290
16 Field Manor	62	79	88	77	100	86	92	84	80	748	83.11	83.71	22	\$15,000	1,949
9 Cocoa Beach Main Street	74	81	92	77	95	84	71	90	88	752	83.56	83.71	23	\$25,000	6,778
4 Brevard Regional Arts Group/Henegar	78	74	81	53	97	79	92	85	87	726	80.44	82.29	24	\$25,000	23,902
25 Moore Center	73	62	80	77	81	86	92	80	93	724	80.44	81.29	25	\$20,000	3,932
10 Cocoa Beach Art Show	54	49	81	68	100	75	91	86	84	688	76.44	77.00	26	\$0	4,121
															\$530,000

19 Space Coast Mural Fest	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE
26 UTC Third Bridge	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE
28 Inspire Writers	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE	NE

Attachment A-

Project Name: Titusville Playhouse

\$25,000

Description of the Project: Titusville Playhouse is the predominant performing arts influence in North Brevard. TPI's mission is to promote, facilitate, and sustain the availability and accessibility of the performing arts on the Space Coast. It pursues its mission through a commitment to artistic excellence and programming diversity, and by pursuing the highest standard of production quality, educational opportunity, and cultural experience for the enrichment of all who live, work, and visit within our reach. TPI is completing its 58th Season of performances in a 272-seat historic theatre it has occupied since 1981. TPI is widely recognized for its quality and variety of stage productions and educational programs. Its market reach extends across the Space Coast and throughout Central Florida's most populous and visited counties. The launch of our Shuler Stage was well-received this season until hurricane season effectively destroyed the open-air facility, forcing us to rework the schedule and unfortunately cancel some shows. This summer we will rebuild on that site, constructing an open-air metal pavilion. We have successfully worked with the City of Titusville to designate an arts district within the historic downtown master plan and are continuing our planning toward an arts and culture campus and a new state of the art theatre. In and of itself, this expansion is noteworthy and creates a new dynamic on the Space Coast to highlight cultural opportunities. When completed, it will add to our options for programming and elevate the profile of arts and culture in North Brevard.

With a wildly successful season about to close, TPI is working toward another full schedule of productions on both our Mainstage at Emma Parrish Theater and our Shuler Stage. The 59th Season includes a diverse array of titles and we are thrilled to be the first theatre in Florida to produce some content. Our announced season includes:

Mainstage Regular Season

- 9 to 5, The Musical: July 28-August 20
- The Prom: September 8 – October 1
- The Wizard of Oz: November 10 – December 10
- Beautiful, The Carol King Musical: January 12 – February 11
- May We All, A New Country Musical: March 8 – April 7
- Cabaret: April 19 – May 12

Mainstage Special Events

- Fearless, The Harry T Moore Story: October 13 – 15
- A Tuna Christmas: December 15 – 22
- Menopause, The Musical: May 17 – 26

Shuler Pavilion Season

- Who's Holiday!: December 15 – 22
- The Marvelous Wonderettes: January 26 – February 4
- The Mountaintop: February 23 – March 3
- Xanadu: May 17 – 26

Shuler Special Events

- Cultober Evil Dead The Musical: October 6 – 15
- The Rocky Horror Show, Live on Stage for the 10th Year: October 20 – 29
- HalloQween: September 22 – 30

Project Name: Space Coast Symphony Orchestra

\$20,000

Description of the Project: Grant funds would support the presentation and promotion of our 15th Anniversary Season and would enable the Space Coast Symphony Orchestra to provide forty quality musical performances for the enjoyment of more than 50,000 Brevard County residents, with a focus on marketing to visitors planning to visit our community or make it their home. Our 15th Season's programming (complete listing included in our supplemental materials) is focused on appealing to the broadest audience as possible, hoping to attract new concertgoers to the concert hall. Some examples of these popular programs include: '70's & 80's Broadway: Bellbottoms, Afros, & Leather', 'Spirit of America', 'Stephen Sondheim's 'A Little Night Music'', 'Bewitching Broadway', 'Great Gatsby Party: The Roaring 20's', 'Jolene: Country Music's Best', 'The Best of Classic Rock', 'Sinatra, Martin, & More', and 4 'Disney Royals'. In addition, we are partnering with AMC Theaters to bring three innovative programs to the multiplex including 'The Great Westerns', 'Come Spy with Us', and 'Return to Hogwarts: The Music of Harry Potter'. We also boast a popular jazz series, featuring one of the best jazz orchestras in the Southeast United States.

In addition to our popular fare, we strive to bring innovative and interesting classical programming to our community. Programmatically, the SCSO is recognized as an advocate of contemporary music and a supporter of living composers. Thirty percent of the SCSO's programming is that of living composers and fifteen is that of composers who live within our community. In addition, fifteen percent of the SCSO's programming over the last three seasons has been from composers who are Black, Indigenous, and People of Color (BIPOC).

Lastly, our educational programs impact over seven thousand residents per year, serving the growing diverse communities of Brevard County. Immediate impact will be the introduction of new minds to the wonders and beauty of symphonic music and the different instruments used to create this music, fostering a love of music and an eagerness to learn more. They will be provided with memorable music experiences that for most, will be their first time hearing a live symphony orchestra. These concerts enhance a child's development as a life-long learner, cultivating skills such as problem solving, making connections, focus and self-regulation, perspective, persistence and self-directed, engaged learning. Teachers will be provided with resources to use in their classrooms to enhance their curriculum and create educated listeners and participants at the concerts. High school musicians are challenged, improving their musicianship while performing more demanding literature with professional musicians. They will be encouraged, emboldened, and will form lasting relationships with their adult mentors.

Project Name: Melbourne Art Festival

\$15,000

Description of the Project: The Melbourne Art Festival is a vibrant and diverse celebration of creativity that brings together artists, performers, and visitors from throughout Central Florida and beyond. This annual event, held in the picturesque Wickham Park in Melbourne, showcases a wide range of artistic disciplines, including visual arts, live music, theater, dance, and culinary arts.

The festival spans an entire weekend, providing an immersive experience for attendees to explore and appreciate the immense talent and artistic expressions on display. The back lake of Wickham Park comes alive with a myriad of art booths, where local and national artists showcase their unique creations. From stunning paintings and sculptures to intricate jewelry and photography, there is something to captivate every artistic taste.

One of the significant benefits of the Melbourne Art Festival is its contribution to the cultural and economic growth of Brevard County. By attracting thousands of visitors each year, the festival generates substantial revenue for the local economy. Restaurants, hotels, and retail establishments experience increased foot traffic, creating a ripple effect that benefits local businesses and encourages future investment in the area.

Moreover, the festival serves as a platform for emerging artists, including students, to gain exposure and recognition. Through the Art Show Awards, talented individuals have the opportunity to showcase their work to a wide audience and potentially secure sales or commissions. This exposure helps artists build their portfolios and establish connections within the art community, enabling them to further their careers and contribute to the vibrant arts scene in Brevard County.

The Melbourne Art Festival also plays a crucial role in fostering a sense of community and promoting cultural appreciation. The event attracts people from diverse backgrounds, bringing them together to celebrate and experience the power of art. It creates an inclusive and welcoming environment where attendees can engage with artists, learn about different artistic styles, and participate in interactive workshops and demonstrations.

Additionally, the festival actively supports art education in Brevard County. A portion of the proceeds from the event is dedicated to providing scholarships to local students, supporting art programs and initiatives. These contributions help ensure that students have access to quality arts education, nurturing their creativity and fostering a lifelong appreciation for the arts.

In conclusion, the Melbourne Art Festival in Florida enriches the cultural fabric of Brevard County while providing significant economic benefits. Through its vibrant display of artistic talent, it attracts visitors and supports local businesses. The festival also serves as a platform for emerging artists to gain recognition and contributes to art education in the community. With its diverse offerings and inclusive atmosphere, the Melbourne Art Festival continues to be a highlight on the county's annual calendar, uniting people through the power of art.

Project Name: Melbourne Main Street

\$25,000

Description of the Project: The Downtown Melbourne Food and Wine Festival is held in Historic Downtown Melbourne, Florida on the second Saturday of November to highlight the culinary diversity of our broader community. Visitors to the Festival experience a gastronomic adventure while strolling the waterfront in downtown.

At the Downtown Melbourne Food and Wine Festival over sixty vendors served wine, spirits, and bites to 2,000 ticket holders at the event. Restaurants from Brevard County are featured through a multitude of marketing avenues including digital and print.

The festival is filled with cultural engagements such as live music on two stages, theatrical and dance performances in the street, a live painting from a local muralist, and other entertainment surprises. Targeted marketing is conducted to entice local, regional, and national visitors to this event and to stay at local hotels that are promoted as "host hotels" to encourage visitors to stay multiple nights in the area.

This event will take place Saturday, November 11, 2023.

The Food and Wine Festival is a staple event in DTMB that Melbourne Main Street utilizes to drive visitors into our market and expose the downtown district. Entering its 7th year, this festival has something exciting at every turn, from the music to food and drinks, and the eclectic attendees.

Ushering in the holiday season is the Downtown Melbourne Tree Lighting Ceremony on the Saturday after Thanksgiving. As Small Business Saturday sales wind down, Downtown Melbourne transforms into a holiday destination.

The Tree Lighting Ceremony on the Saturday after Thanksgiving kicks off the holiday season by gathering the community for a holiday ceremony featuring a performance by Henegar Center, an introduction of the member of Melbourne City Council present, and an arrival of Santa & Mrs. Claus via horse and carriage. The Tree Lighting Ceremony and the following three Saturdays of Candlelight Shopping offer visitors extended shop hours, free horse and carriage rides, visits with Santa, street performers (Carolers and holiday characters), and much more entertainment in and out of the businesses. Melbourne Main Street and the businesses in the Downtown district welcome visitors from Brevard and surrounding areas to Shop, Dine, Play, and Stay in the historic district. Businesses use this holiday season to attract new customers and encourage out-of-town visitors to come back in the future.

This event will take place Saturday, November 25, December 2, 9, 16, 2023.

Project Name: Space Coast Pride

\$15,000

Description of the Project: We are seeking funding for our upcoming Pridefest scheduled for September 21, 2024. Pridefest has become a cultural staple in Brevard County, drawing thousands of attendees from across the county and beyond since its inception. Our goal for this year's event is to enhance its scale and impact by increasing attendance by 50% to over 15,000 and doubling the number of out-of-county visitors to over 2,000.

The event will feature a wide array of vendors across industries offering a diverse range of merchandise. Our vendors include local businesses and merchants, advocacy groups, large corporations, artists, jewelry designers, restaurants, and more including tourist attractions like NASA and SpaceX. We will secure approximately 100 local and out of county food vendors to provide delightful culinary experiences, with their lines stretching far down the sidewalks, offering a variety of delectable options for everyone's taste. It is a great opportunity for small businesses and suppliers to showcase their services while visitors support them through purchases. Many of our vendors return year after year allowing local and visiting attendees to explore and support local businesses while celebrating LGBTQIA+ culture and adding economic value to the Space Coast.

Multiple stages will showcase an impressive lineup of performers from various artistic disciplines, including musicians, dancers, performers, spoken word artists, and more. The majority of our talent pool are returning guests with 30% sourced locally, 60% from outside of Brevard County within Florida, and 10% represent national talent like 2022's Raine Stern (NBC's The Voice) and Country Music Artist, Glenn Stewart. Our goal is to feature renowned headliner entertainment at our Pridefest to draw visitors from across the state, enhancing the event's appeal and reach. The inclusion of high-profile performers and entertainers will create a significant draw, enticing individuals to travel from various parts of Florida to attend our Pridefest. The exciting lineup will generate buzz and anticipation, positioning our event as a must-attend destination.

The lively and energetic parade will wind its way through Downtown, featuring decked-out cars, gay choruses, and representatives from local businesses and corporations like Orlando Gay Chorus, Macy's, PFLAG, Northrop Grumman, Space Coast Credit Union, Blue Origin, and Brevard Zoo proudly showing their support and celebrating self-expression. The parade serves as a powerful symbol of unity, resilience, and the beauty of being true to oneself.

To accommodate the influx of visitors, we will secure 3-4 host hotels including Hotel Melby and Tuckaway Shores that offer special, reduced rates and provide comfortable accommodations for out-of-town guests, ensuring they have a convenient and enjoyable stay during their Pridefest experience.

Project Name: Historic Cocoa Village Main Street

\$25,000

Description of the Project: The Cocoa Village Art and Craft Fair Season is an annual series of events that celebrates creativity, fosters artistic expression, and promotes economic stability for local businesses in Cocoa Village. This grant proposal aims to support the continuation and growth of this vibrant community tradition. The fair season consists of four events that take place in the Fall, Winter, Spring, and Summer.

The Fall Art & Craft Fair, held in October, is an event that highlights the importance of supporting local artisans and crafters. It showcases a wide range of handmade crafts, unique artworks, and locally sourced products. This fair aims to create a thriving marketplace for small-scale artists and entrepreneurs, providing them with a platform to showcase their talents and products. By emphasizing the significance of shopping small, the fair cultivates a sense of community pride and encourages attendees to invest in the local economy.

The Art & Craft Holiday Bazaar, held in December, creates the perfect atmosphere for holiday shopping. The fair transforms Cocoa Village into a festive wonderland, with an array of beautifully decorated booths offering handcrafted gifts and holiday-themed artworks. The event features festive live music and decor, enhancing the holiday spirit for visitors of all ages. The bazaar supports both artists and shoppers by facilitating unique gift exchanges while contributing to the economic growth of the community during the holiday season. The Spring Fine Art & Craft Fair, held in March, shines a spotlight on fine artists and their exceptional creations. This fair brings together talented painters, sculptors, photographers, and other artists from the local and regional art community.

The highlight of this event is an art competition that awards monetary prizes and free booth spaces, attracting artists of diverse mediums and skill levels. By recognizing and supporting artistic excellence within the community, the fair encourages originality and cultural appreciation and provides opportunities for artists to gain recognition and exposure. The Summer Art and Craft Fair, held in May, plays a vital role in providing economic stability for local businesses during their slow season. This fair aims to attract both residents and tourists by offering a vibrant marketplace featuring a wide variety of arts, crafts, and specialty products. By generating foot traffic and creating an energetic environment, the fair enhances local businesses, contributes to the local economy, and helps sustain jobs during a typically challenging time. The Cocoa Village Art and Craft Fair Season is a vibrant series of events that celebrates artistic diversity and provides essential support for local businesses. This grant proposal seeks to ensure the continuance and growth of this vital community tradition. By fostering creativity, encouraging entrepreneurship, and promoting economic stability, these events contribute to the cultural energy and overall well-being of Cocoa Village.

Project Name: Cape Canaveral Lighthouse

\$25,000

Description of the Project: Although the Cape Canaveral Lighthouse is open year-round, visiting the lighthouse is constrained by security procedures required by SLD 45 to keep the national

asset that is the CCSFS safe from acts of terrorism or sabotage and safe to visitors. The public is not allowed to drive on their own out to the lighthouse, so must pre-register for scheduled tours. SLD 45 has granted CCLF several avenues to bring visitors onto the Station. These tours will continue in the FY 2023-FY 2024 year, with the goal to increase both the frequency and number of visitors with each tour and event. We also work with SLD 45 to identify further opportunities to increase the number of visitors without impacting the operation of the Station.

CCLF contracts with Canaveral Tours to provide paid guided tours in their 10-passenger van. Tours are run 4-6 days a week. Additional tours are added to meet the demand. These are the only tours for which visitors pay, providing funding for the vehicle and professional guides. CCLF is not allowed to charge for admission to the lighthouse given that it is Federal property and already "owned" by the taxpayers.

CCLF provides free, escorted tours for groups of 10 or more who provide their own transportation. CCLF volunteers escort them in a caravan from the South Gate to visit the Lighthouse and the adjacent Hangar C, which contains restored missiles and rockets from throughout the space program. They may also be escorted to the Space Force Museum at Launch Complex 26. Public, private, and home schools tour free of charge and are taught the education curriculum. The lighthouse is open for many tours sponsored by SLD 45, which are mostly for out-of-county visitors. CCLF supports large event days by opening the lighthouse and museum. Over 2,000 runners and spectators from around the country participated in the Inaugural Space Force T-Minus 10-Miler run on December 10, 2022. The finish line is at the lighthouse. The next event is scheduled for December 9, 2023. CCLF sponsors a shorter 5K/10K run, open to the public. We hope to attract 300-500 runners from around the region and beyond for that event in April 2024. Another large event day is the annual Family Day sponsored by SLD 45. Military personnel and contractors are allowed to bring their families out to the Cape. In 2022, over 3,000 people visited the lighthouse that day. The 2024 Family Day will likely be held in April or May 2024. In 2022, the lighthouse was visited by well over 8,500 people. Note that we are unable to physically count many SLD 45 tours or badged individuals who visit outside of our scheduled tour hours. We hope to increase that number of visitors by at least 5%- 10% in 2023-2024.

Project Name: Maxwell C. King Center for the Performing Arts, Inc.

\$25,000

Description of the Project: The proposed season for which we are seeking funding from the FY2023-2024 Cultural Support Grant Program is the Maxwell C. King Center for the Performing Arts' 2023-2024 Season, which will run from October 1, 2023 to September 30, 2024. Scheduled events currently include musical performances from popular and award-winning artists including classic rock band Kansas, country music artist Aaron Lewis, and guitarist Jesse Cook; tributes to iconic music groups Queen and the Eagles; comedy acts such as Joe Gatto and Jo Koy; a performance of the album Synchronicity by The Police from the Classic Albums Live concert series, as well as a 90's Rock Medley event called The Lithium Experience performing hits made famous by Nirvana, Stone Temple Pilots, Pearl Jam and more; and a performance of "Snow White and the Seven Dwarfs" by the State Ballet Theater of Ukraine. Resident Arts

companies Space Coast Ballet will be performing their 20th Anniversary of The Nutcracker with both nationally accredited dancers and local performers, as well as the Brevard Symphony Orchestra who will be presenting their 70th season as an organization with their Signature Six Symphony Events and other local free events. In addition to these events, a significant part of this season's schedule is the highly anticipated 2023-2024 Broadway at the King Center series presented by the American Theatre Guild. The season will feature National Broadway Tour productions of Mean Girls, The Cher Show, The Simon & Garfunkel Story, and Jesus Christ Superstar. With its 2023-2024 season of events, the King Center will continue providing Brevard County, The Space Coast, and all of Central Florida with high-quality and diverse national touring and local performance events.

Project Name: Space Coast Art Festival

\$15,000

Description of the Project: The 58th Space Coast Art Festival (SCAF) will take place on October 14th and 15th, 2023, at the vibrant outdoor shopping center, The Avenue® Viera, in beautiful Viera, Florida. Set up is Friday, October 13th and we will be open to the public on Saturday, the 14th from 9am till 5pm and Sunday the 15th from 10am till 4pm.

We are currently accepting registration for interested artists with our Call for Art through Juried Art Services SCAF artist entry 2023.juriedartservices.com We are excited that artists from as far away as Iceland have already expressed interest. We anticipate 100 professional artists displaying and selling their fine art. All artistic entrants in our annual show submit four images of their work plus one of their booths. SCAF uses both Jurors and a Judge. In August of each year, the Jurors come together to view the work of all entrants to determine if the entries are original works of fine art and that they fit in with the quality of our show. The Jurors vote in private and then the scores are tabulated. Not every entrant makes the cut and those that do are truly outstanding. To be considered as a SCAF Judge, candidates must have an MFA (Master of Fine Arts) plus an incredible amount of life experience, have received numerous awards for their work, and have experience in judging art shows. We look for Judges who are knowledgeable in many different art disciplines and can give our artists a positive experience.

We also host our popular Student Art Show, and a Children's Hand-On Workshop, sponsored by Brevard Zoo and featuring educational environmental activities about life along the Space Coast. Every year, in addition to our Student Art Show, we sponsor a Student T-shirt Contest. We just closed out our 2023 contest and chose the winners from over 100 entries of K-12 grade students from across the Space Coast. The winners will be announced on our SCAF Facebook page, so be sure to follow us! Like every year, all our SCAF volunteers will be fitted with t-shirts that will feature the winning t-shirt contest artwork from 2023, and we'll have additional SCAF 2023 t-shirts and SCAF vintage t-shirts for sale to all. Our intent is to add more visual marketing for the winning student artwork in 2023.

Along with amazing art to view and purchase, there will be plenty of shopping and eating with our food carts and numerous restaurants in The Avenue Viera and along the Space Coast. It's a

weekend you won't want to miss. Join us for a celebration of outstanding master artists from throughout the United States and beyond, all in one location.

Project Name: Brevard Symphony Orchestra

\$25,000

Description of the Project: For 69 years, the Brevard Symphony Orchestra (BSO) has served as a county-wide organization, showcasing the finest musicians and guest artists from Florida and around the world. The BSO presents a classical series, pops programs, free outdoor concerts, family concerts, children's concerts and numerous educational programs during the season.

As a fully professional orchestra, the BSO and its musicians have earned a reputation throughout Florida for quality programming and offering musicians a satisfying artistic experience. The BSO performs an annual free July 4 concert at Cocoa Riverfront Park for over 12,000 residents and visitors. The BSO also performs an annual free family concert at the King Center for the Performing Arts.

Each February, every 5th grade Brevard County student attends our annual children's educational concert. In collaboration with Brevard Public Schools, over 7,000 students are given the opportunity to learn about music in a concert that is prepared especially for them. This is one of the only field trips still offered to the students.

In addition to the 5th grade concerts, Maestro Confessore regularly visits school music programs, conducting bands, orchestras and choirs as they prepare for performances and competitions throughout the school year. He also holds a Conducting Workshop for all Brevard County Band and Orchestra Directors, during which he speaks about score study, score marking, sharing resources and general thoughts on technique. Each teacher in attendance receives a voucher for two tickets to a BSO concert of their choice.

It is our belief that the very presence of an established, fully professional symphony orchestra adds cache to Brevard County. As a cornerstone cultural institution, visitors may not wish to come to Brevard County without this offering. In addition, potential companies looking to relocate to Brevard County will look to the total offerings a community has to offer, including a symphony orchestra which rounds out the myriad other amenities Brevard County has to offer.

The BSO's main subscription offering is our Signature Six Series, with six evening concerts and three matinees. Opening Night is October 14, with the theme of "Sound the Celebration!", featuring BSO concertmaster Lisa Ferrigno. "Bravo Beethoven" follows in November featuring pianist Terrence Wilson on this all-Beethoven program. In January "Symphonic Dances" will feature dancers from Orlando-based United Ballet Theatre. "Celebrating 100 Years of Rhapsody in Blue" in February will showcase the popular Gershwin piece along with the Florida premiere of Rhapsody in Red, White & Blue. This program will be followed by "Musical Pictures" featuring acclaimed violinist Paul Huang and the Brevard Symphony Youth Orchestra. Closing out the season is "Celebrate!" featuring the Brevard Community Chorus, Brevard Chorale, Brevard Youth Chorus, and other area singers.

Project Name: Surfside Playhouse, Inc.

\$15,000

Description of the Project: Since 1959, Surfside Playhouse has been a community theatre, the only beachside theatre on the Space Coast. Throughout the year, Surfside offers a variety of high-quality performances that range from light-hearted comedy and lilted musicals to riveting dramas. We have three main categories of performances: Main Stage, Second Stage, and Outside Performances. These programs fulfill our mission of being a true community theater dedicated to the performing arts through productions, presentations, education, and outreach.

Main Stage (September 2023 - June 2024): Our team carefully curates the shows to leverage our experience and knowledge of the interest and swell of locals as well as the tourist population throughout the year.

- A Midsummer Night's Dream - William Shakespeare with the beginning of our season, we ease everyone back into the habit of attending productions, with a smaller cast drama. In this case, we're the only theater in Brevard offering classic Shakespeare this season.
- Once Upon a Mattress - a musical comedy with music by Mary Rodgers, lyrics by Marshall Barer, and book by Jay Thompson, Dean Fuller, and Marshall Barer. Our second show is a smaller production musical.
- Agnes of God - John Pielmeier Our data indicates snowbirds are back in full force (January), which is why we typically choose a classic American drama.
- Kiss Me Kate - A musical written by Bella and Samuel Spewack with music and lyrics by Cole Porter. Keeping in mind that the snowbirds are still here, as well as an influx of springtime visitors, the fourth show is a well-known musical production.
- The Odd Couple (Female version) - Neil Simon As the snowbirds start to return home, we provide the actors and volunteers a break with a smaller cast, popular comedy or drama.
- The Mummy Fractured - Bryan Bergeron To wrap up the main stage productions, we offer a true community show designed to introduce novices and those new to the area to experience the fun of live theater.

Second Stage (Year-Round): Our second stage provides opportunities to showcase original playwrights and productions. Our youth performers and Improv Troupe also get a chance to share their talent with the world.

Fearless Improv Brigade (Quarterly)

Youth Players - past shows included Junglebook Jr, Aladdin Jr, Aristocats Jr and next is Moana Jr (2 shows/year)

A Weekend Showcase featuring original 10-minute plays

Arlan Ropp Original Play Competition Winner Production - She Always Sneezed Twice by John A. Torres

Holiday Murder Mystery, featuring Santa Jaws - Surfside Original Production

Outside Performances (Year-Round): The playhouse seeks outside acts to partner with the theater as a venue for its productions. The following shows bring a large out-of-county following with them to Brevard County.

The Rich Weirdos from Winter Park (who have a following of over 5,000) will bring their "shadow cast" of the Rocky Horror Picture Show and will include several of our local actors as "Transylvanians." This will take place in July and October.

The Edwards Twins, a Las Vegas act

"Til Death Do Us Part... You First!" A Comedy by Peter Fogel

Surfrider's Movie Night for the Space Coast Surfrider Association

The Platters (vocal group)

Project Name: Historic Cocoa Village Playhouse

\$25,000

Description of the Project: The Historic Cocoa Village Playhouse (HCVP) operates out of the Aladdin Theatre, on the National Register of Historic Places, colloquially referred to as the Cocoa Village Playhouse, in conjunction with the City of Cocoa who supports the organization through maintenance of the historic facility and its utilities. HCVP is seeking funding to assist in presenting its Broadway on Brevard series of large-scale musical productions, in addition to its directly related satellite programs that engage over 1,000 volunteers and impact over 45,000 people throughout Florida. In addition to presenting quality and accessible theatre, HCVP supports a variety of local bands, local musicians, and visual artists. In recent years, HCVP has been able to expand its efforts in musical and dance instruction to include intensive dance classes, audition preparation courses, college audition workshops, open piano instruction at no cost, a dance forum, tutoring, and complimentary sewing lessons, in addition to its growing STARS of Tomorrow Youth program and its senior citizen Golden Steppers tap dance classes. HCVP is furthermore dedicated to continuing the employment of live musicians in its performances, concerts, and productions. Through additional funding, HCVP will be able to expand these efforts as it has acquired the 302 R.M. Rembert building and is committed to using it to enable additional educational opportunities and to provide a sustainable arts organization for our Space Coast Community.

The season presented by HCVP are as follows:

BROADWAY ON BREVARD: HCVP will include 5 "mainstage" productions averaging 15 performances each. Our current season included GREASE, PETER PAN, THE MUSIC MAN, STEEL MAGNOLIAS, and Disney's MARY POPPINS. These productions attracted 31,963 attendees.

STARS of Tomorrow Youth Program: Children aged 7 through high school graduation are invited to participate to perform 5 productions averaging 3 performances each. It includes academic assistance including STE(A)M tutoring to help students excel onstage AND offstage. Since 1990, the program has grown from 8 children to enrolling over 250 children.

Our current season includes;

- THE NORTH POLE'S GOT TALENT,
- 101 DALMATIANS KIDS,
- 13 THE MUSICAL,
- Friday Funday!, and
- GUYS AND DOLLS. These productions attracted 5,034 attendees.

SPOTLIGHT SERIES: HCVP engages over 700 local and international artists that provide culturally enriching and diverse entertainment for our community and included Galmont Ballet's Nutcracker and Anniversary Gala, HOT PINK's tributes to Queen and "Throwback to the Future", Michael Law's Merry and Bright, Art Martin and the Melbourne Municipal Band's Rock 'n' Roll Revue, The Golden Steppers' Come Dance With Us, and the Playhouse Playboyz tribute to the 90's. These productions have attracted 8,431 attendees.

ALADDIN FILM SERIES: To honor our theatre's history as a film house, we introduced the Aladdin Film Series in 2017 which has allowed us several unique partnerships with local and international film and production companies. This year we presented the classic It's A Wonderful Life and Nosferatu, attracting 381 attendees.

C.A.P.S: (Year-round): Developed in coordination with professional international performing artist and now Playhouse volunteer 4 Emily Cabana, the College Audition Preparation Studio is accessible to any junior or senior high school student to help prepare them for musical theatre and dramatic programs. The program offers private vocal instruction, monologue preparation, quality recordings and guidance for their audition reels, resumes, and specific skills to prepare them for success as they apply for college programs.

STUDIO FORUMS & INTENSIVES (Tri-weekly): led by Kristin Ciuro, nationally acclaimed choreographer, and our team of choreographers. HCVP offers 3 intensives, 5 audition focused workshops, and a forum accessible to all ages and for those who may not be able to afford dance studios.

Project Name: Green Gables

\$15,000

Description of the Project: Green Gables at Historic Riverview Village, Inc. is a 501(c)(3) organization with a mission to rehabilitate the historical landmark Green Gables House and to preserve the history, heritage and culture of the area. The house was built in 1896 by William T and Nora Stanford Wells. Green Gables is one of the last remaining homes from the 1890's in Melbourne that played a significant part in Melbourne's history. It is only one of three Queen Anne style homes in the area. It is located in Melbourne's oldest residential district Riverview Village. Green Gables was one of the first homes with electric power generated from an artesian well which drove a turbine generator. The historical significance of this site is not only the home but the fact than from this location you can view history from the AIS Indians to the Astronauts of today. Green Gables will continue to tell it's never ending story. Green Gables has been listed in the National Register of Historic Places since 2016. Before the end of 2023 the

purchase of Green Gables by the 501(c)(3) Green Gables at Historic Riverview Village, Inc. will be completed.

The season for Green Gables is year-round. Open House is a weekly event from 10am-2pm every Saturday. Participants receive a docent lead tour of the house, have tea and cookies, if they so choose and tour the grounds. The Fall Season will begin with the 4th Annual "House on Foggy Bluff" in October. This event will run for 7 nights over two consecutive weekends. A cast of 40-45 is required to man this event. We have volunteer actors role playing ghosts, zombies, witches, skeletons, Frankenstein, the Headless Horseman, the Wicked Witch of the North and many other characters. In addition, there is a maize, animatronics, holograms inside and outside the house and many terrors that lurk in the shadows of the grounds of Green Gables.

November will bring Pictures with Santa and the 3rd Annual Green Gables Community Tree Lighting which will mark the kick off of Green Gables 2nd Annual Festival of Trees.

Small, Medium and Large trees are offered to local businesses, which they decorate in their chosen theme. We do not sell the trees; we ask each business to provide gift certificates or gift items for their tree. The public will buy tickets for a chance to win the gift items attached to each tree. The drawings will be in December.

At the same time as the Festival of Trees, we will be participating in the MOB 4th Annual Holiday Tour of Historic Homes which will cover 9 days in December. This is a tour of 8 Historic Homes in Brevard County from Mims to Melbourne. Included in the tour are The Moore Center, Pritchard House, Cape Canaveral Lighthouse, Sam's House, Field Manor, Lawndale, Rossetter House, and Green Gables. One ticket is purchased which entitles the bearer to visit each of the homes during the three 4 weekend event.

The Winter Season will begin in January with a Classic Car Show on the grounds of Green Gables. In February Green Gables will host the Car Show at the Strawberry Festival at Wickham Park. This event brings many out of county attendees. March brings participation in the St Patrick's Day Parade in Melbourne, and a planned Murder Mystery Dinner-The Dearly DepARTed, taking place in an art museum setting along with an actual art auction. The Spring Season starts the end of March with a community Easter Egg Hunt and the month ends with an Antique Motorcycle Show. May will host a Community Yard Sale. June will have the Art Show with local artists. The summer season will begin in July by hosting the 4th on the Bluff for viewing the City of Melbourne the fireworks. It is an old-fashioned 4th with hot dogs, and lawn games for adults and children. September will host the 4th Annual Harvest Festival and Craft Show. A great variety of craft vendors participate as well as other non-profits and small businesses. Each of these events will require materials, supplies and marketing/advertising to be a success and will significantly impact Green Gables budget.

Project Name: American Police Hall of Fame

\$25,000

Description of the Project: American Police Hall of Fame advocates for and supports law enforcement across the nation. We offer compassion programs and education opportunities for law enforcement and their families.

We also endeavor to engage the public through educational and entertainment events, that are designed to encourage and inspire the next generation.

Our 2023/2024 event season is designed to engage the public in fun and informative ways in learning about law enforcement and personal growth and safety. We are planning multiple events throughout the year that will draw the public from the entire state of Florida, and hopefully other states as well. We will have the following events: Police Memorial Weekend – an event that honors the service and sacrifice of fallen officers and their surviving families across the entire United States and is an open event to the public. It is well attended and draws LE families and the public from all over the US.

Summer Camp – a week-long event for school age children from multiple counties in Florida. Warrior Women's Expo – an event that offers Nationally recognized keynote speakers and educational opportunities for women. This event brings women to our facility from multiple counties in Florida.

K-9 Appreciation Day – this is a fun filled event that brings in K-9 teams and handlers to educate and entertain all ages and is very well attended by the public.

Florida Wild Critters – This event showcases the unique and interesting animals that are indigenous to our beautiful state and showcases FWC and the work they do for our communities throughout the state. LEADS (Law Enforcement Appreciation Day) – This event will allow for nominations from across the US of law enforcement officers that are not only stand-outs in their field, but also give back to their communities in remarkable ways. It will also allow for nominations of individuals in communities from across the US that have supported, encouraged and brought awareness to Law Enforcement through those efforts. We will choose 2 LE officers and 1 civilian to honor at an awards banquet that the honorees, their family and their agency representatives will be invited to.

Project Name: Museum of Dinosaurs & Ancient Cultures

\$25,000

Description of the Project: The Museum of Dinosaurs and Ancient Cultures is located in Cocoa Beach on the second and third floors of The Dinosaur Store facility. It operates completely independent of The Dinosaur Store itself. The Museum opened in April 2017 and houses approximately 20,000 sq. feet of Natural history type dioramas and exhibits.

The Dinosaur Hall includes exhibits from the Permian through Cretaceous eras as well as a "Dawn of Man" cave that displays artifacts from early man, including Neanderthal. Some of our

Dinosaurs reach lengths of up to 89 feet and some are as small as 2 feet long. The Dinosaur Hall also exhibits two main Geological areas: Violent Earth and Minerals of the World.

The Mezzanine, or Ancient Cultures area, includes three main dioramas: Ancient Egypt, Ancient China, and Pre-Columbian (Middle America and South America). Each of the three include a real life scene from the era and hundreds of authentic supporting artifacts. In the Egyptian area, we display the replicated King Tut's tomb. For the Chinese area, we display the replicated Terracotta Soldiers of Emperor Qin. The Pre-Columbian area is displayed in a jungle with the Temple of the Warriors at Chichen Itza, Mexico. Our collection also includes artifacts from various tribes in Africa and New Guinea, including an authentic dug out canoe.

The annual attendance for our Museum is about 35,000 visitors with approximately 72% from out of Brevard County. We host many field trips throughout the year for all ages. Additionally we are very proud of our pilot program, where we offer complementary admission with free guided field trips to special needs groups.

Although we are the Museum of Dinosaurs AND Ancient Cultures, when speaking with guests, most of them do not even know that we have a Mezzanine (third floor) with artifacts and art from ancient civilizations. They are only aware of the dinosaurs. In fact, we prominently display artifacts from Ancient Egypt, China and Mesoamerica, and more modern cultural artifacts from Africa and New Guinea. It is our intention to accentuate the uniqueness of our Ancient Cultures dioramas and increase awareness of the entire museum through intense targeted marketing, and thus boost overall attendance at our Museum. The campaign "Walk Like An Egyptian" will be a one year season from October 2023 through September 2024.

Project Name: American Space Museum (formerly U.S. Space Walk of Fame Foundation)
\$25,000

Description of the Project: For more than two decades the American Space Museum (formerly known as the U.S. Space Walk of Fame Museum) has preserved artifacts and individual stories from the American space program. Our founding organization, U.S. Space Walk of Fame Foundation, was created in 1988 to preserve space history and to honor the men and women associated with the space program. The plan was to spotlight not only astronauts, but also scientists, programmers, builders, designers, engineers, administrative support and everyone associated with the space program. The museum grew out of the Foundation's efforts to fundraise for a series of monuments commemorating Projects Mercury, Gemini, Apollo and the Shuttle Program. They were built in Titusville's Space View Park along the Indian River, within the shadow of NASA's iconic Vehicle Assembly Building.

We have three big events planned, in addition to our wonderful regular offerings. We also work with the crowds at Space View Park during launches, and there are several wonderful ones ahead, including uncrewed lunar missions, SpaceX crewed missions, Boeing's crewed Starliner-1, the Artemis II crewed Lunar mission. These should draw large crowds and they will be eager to do more than simply watch the launch. It will be an opportunity to plug them in and show them why the Space Coast is so very unique.

Our regular offerings at the museum draw regular visitors from all over the world. Our docents keep the tours very personal, sharing stories from their own experiences working in the space program and tailoring the tours to the interests and questions of each group. We continue to offer regular Astronomy events on and off site, celebrating the views available and spotlighting what is different in the skies during each one. We also have our MAD Science STEM workshops multiple times per week on site and continue to work with schoolchildren off site as well. People come from as far away as Ocala and Miami on a monthly basis to attend these workshops and enjoy our area during their weekend stays. In addition, we regularly welcome traveling groups to our museum. School groups come from as far away as Japan on a regular, contracted basis and we welcome children, teens, and even senior citizens from all over the country.

One of our regular offerings is our weekday live video broadcasts called Stay Curious. This has proven to be a beacon in both sharing information and in drawing viewers to visit. This week alone, we have had a bunch of visitors who found us via Stay Curious (airs on Facebook, YouTube and other social media), mostly from various places in the United States, but several from European and South American nations. The number of visitors coming to visit us after engaging with us via Stay Curious is something that continues to grow.

As far as big special events are concerned, we will host two Space Memorabilia Shows this year (fall and spring) which have historically been big draws. We will also offer our third annual "Shuttle Fest" in April and are already booking special speakers, space dignitaries and astronauts to join us for it.

Project Name: Native Heritage Gathering, Inc.

\$20,000

Description of the Project: The Native Heritage Gathering, Inc. organization has provided Brevard County with annual events including Powwows and the Native Rhythms Festival for two decades. Focusing on the National recognition of November as Native American Heritage Month, we have provided three-day events during that month of November that have been the singular Native American event provided within the County designed for all peoples to attend and experience the diverse Native American Cultures of this Continent. Our all-volunteer Board and Committees have dedicated their efforts to providing the best educational and entertainment programs with astute contracting for the Artists, Performers, and Educators from across the country. Using local businesses to contract Sound, Logistics, Equipment, and Security the Native Heritage Gathering, Inc. has provided a sustainable economic model for the community. Throughout the year we participate in local events to promote the festival and recruit support from sponsors, volunteers, and visitors. The Indian River Flute Circle serves as a partner in local musical events and continues to hold monthly meetings where participants may learn to play the flute and be a part of a musical workshop. The entire year is an engagement of the organization to present the Native Rhythms Festival in November annually.

The 15th Annual Native Rhythms Festival will be a three-day family friendly free of admission event celebrating and honoring Native American Heritage Month through the presentation of Music, Arts, Dance, and Living History on the second weekend in November at the Wickham Park Amphitheater under the beautiful Pine trees.

The Artists, Musicians, Dancers, and Educators that perform at Native Rhythms Festival come from many different Native Nations, Tribal Entities, and Native backgrounds. The musicians are award winning, and we have had the Artist of the Year for Native American Music Awards appear for the past four years. Shelly Morningsong is also the Best Blues artist and has many awards and accolades for her many years of performance and travel. She and her husband, Fabian Fontenelle (Men's Traditional Dance Champion for many years at the Gathering of Nations Powwow, Albuquerque New Mexico, and many other Powwows). Together they have traveled the world performing a vast array of events and honoring ceremonies. The list of accomplished musicians and artists continues and provides a vast draw of followers from across the world to attend Native Rhythms Festival annually. Our vendor village boasts the finest artisans and craftspeople from across the Continent. Providing educational programming for our community and attendees is priority for the festival and we are honored to have Jim Sawgrass Native American Village as well as the CreeActiveNative Cultural experience for all to attend. Workshops are held for a variety of music and culture related topics throughout the three-day weekend.

Our mission to provide the Native Rhythms Festival as family friendly and free of charge opens the door for families to attend unfettered by prohibitive cost of admission, breaking down all socio-economic barriers for attendees.

Project Name: Valiant Air Command

\$25,000

Description of the Project: The Valiant Air Command was formed to perpetuate the history of aviation, to encourage gathering of men and women in camaraderie, research and Warbird restoration, to serve as an educational tool for young and old alike. The Valiant Air Command manages two related but separate enterprises. The Warbird Museum, now open virtually every day, hosts tens of thousands of visitors each year, to view its collection of over 50 vintage aircraft and several thousand aviation artifacts. The other event is the Space Coast Warbird Airshow, a major event that draws large numbers of visitors during its spring presentation.

The Warbird Museum is hosted in its three large buildings (essentially custom-built aircraft hangars) on a leased plot on the north side of the Space Coast Regional Airport. Most aircraft in the collection can be stored indoors, although the growing collection does strain current floor space. Visitors can view all of the artifacts, although artifacts under restoration in the dedicated restoration facility may not be visited without a museum volunteer as escort. Historical artifacts smaller than whole aircraft may be seen in two memorabilia rooms, one covering the history and impacts of military aviation, and the other focusing specifically on the 1955-1973 Southeast Asian (Vietnam) conflict.

The Warbird Museum hosts a variety of events throughout the year. One popular offering is the monthly fly-in/drive-in breakfast, held the second Saturday of each month. This event has grown to a peak of over 300 guests, who pay \$12.00 for a breakfast buffet and omelet, and receive entry to the museum as well. As a fly-in event, we often host 30-40 aircraft, most from out of the county, so our local visitors get to see various standard and home-built airplanes and are treated to arrival and departure routines of the skilled pilots who fly-in to the breakfast.

The Museum's other major event is the Veterans Day weekend Open House. Admission to this two-day event is free for veterans and Florida residents, although food donations are appreciated. In addition to the Warbird Museum's collection, visitors may see animal displays, model airplanes and trains, and various food vendors. A hamburger and hotdog lunch is offered to our guests.

Our schedule shows the growing use of museum facilities for private and corporate events. This fills a pressing community need, while providing both financial reward and "word of mouth" visibility for the museum. The Space Coast Warbird Airshow has been local event for well over 40 years. In recent years, the Airshow has hosted many high-visibility flying acts and teams, some in vintage aircraft and others (including on recent occasions the US Air Force Thunderbirds) flying the latest military equipment. This two- or three-day event certainly involves the community, with organizations as diverse as the Civil Air Patrol and local churches "pitching in" to improve the visitor experience. Preparation for the Airshow is a massive task, with planning sessions beginning months ahead of the date. Literally hundreds of volunteers move airplanes, construct fences and lay out seating days in advance, while dozens more provide hospitality to our thousands of guests. Note: No funding is requested for the Airshow in this application.

Project Name: Melbourne Municipal Band Association

\$15,000

Description of the Project: The Melbourne Municipal Band (MMB) is requesting funding for our 2023-2024 concert season, which will engage more than 20,000 musicians, artists, patrons, and youth with high quality and accessible music programming. Historically, about a quarter of attendees come from outside of Brevard County. The MMB is one of the finest community bands in the southeast and is the longest continually performing band on the space coast (founded in 1965). Musicians even come from out of the area to play with the band.

In addition to our 60-piece concert band, the MMB has created many small ensembles, a variety virtually unheard of for a city the size of Melbourne and a testament to the dedication of highly skilled members who perform without compensation. Their donation of time and talent enables the band to provide live musical entertainment free-of-charge to many vulnerable populations, including seniors and low-income families and children.

The MMB also performs in parades and provides music for civic functions such as the Vietnam Wall in Wickham Park (which draws regional and national participation), Memorial Day

festivities at the Liberty Bell Museum and Patrick Space Force Base, as well as educational activities for young musicians.

The 2023-2024 season will feature the following events, as well as numerous small ensemble performances around town. All events are free except for dances.

- September 2023 Concert Band "Games People Play" Rock & Roll Revue Sock Hop
- October 2023 Swingtime Concert
- November 2023 Concert Band "A Royal Concert"
- December 2023 Swingtime Holiday Dance Concert Band "Jingle Bells Forever" New Year's Eve Gala
- January 2024 Swingtime Concert Rock & Roll Revue Sock Hop
- February 2024 Concert Band "Dance and Romance"
- March 2024 Swingtime Concert Rock & Roll Revue Sock Hop
- April 2024 Concert Band "Music for All Seasons"
- June 2024 Rock & Roll Revue Sock Hop Concert Band "Mancini & Friends" Summer Youth Band Program
- July 2024 Swingtime Concert Summer Youth Band Program
- August 2024 Concert Band "A Day at the Circus"

Project Name: City of Palm Bay

\$20,000

Description of the Project: Palm Bay is perfectly located on Florida's east central coast, midway between Jacksonville and Miami. Off of I-95 take exits 166, 173, and 176. Palm Bay is close to Melbourne and Orlando International Airports and Port Canaveral. With the international airport, US 1, and I-95, the City of Palm Bay is easily accessible for tourist.

The City of Palm Bay is seeking support from the FY 2023-2024 Cultural Grant Program for our three seasonal events which are free events to attend. The events are the Holiday Light Parade, Multi-Cultural Festival, and the Independence Day Celebration.

The Holiday Light Parade takes place every first Saturday of December from 5 pm – 10 pm. The 3-mile parade will leave the Eastern Florida State College Palm Bay campus and head north on San Filippo Drive. It will then move west on Malabar Road and end at Minton Road, in front of City Hall. The Holiday Light Parade is the largest holiday parade on the Space coast as we have dozens of brightly lit floats, interactive floats, entertainment, high school marching bands, cheer squads, motorized vehicle clubs, and more that will delight the crowd and usher in the holiday season. The parade is broadcasted over Facebook Live from the main stage. The parade route can be easily accessed from all four directions: Palm Bay Road I-95 interchange, Malabar Road I-95 interchange, St. Johns Heritage Parkway I-95 interchange, and US-1.

The Multi-Cultural Festival is held on the last Saturday in January and is a free event showcasing culture, dance, entertainment, music, food, crafts, art, and hands-on activities from various regions around the world. The second annual Multi-Cultural Festival was held on January 28,

2023, showcased the Spinning Canvas, a premier entertainment and dance company out of Tampa representing global South Asian culture that has performed for the WWE, NBA, and NBC. We also hosted performers from local 4 cultural groups such as the Indian River Flute Circle, and other local entertainers. The festival in 2024 looks to expand by incorporating an art from around the world exhibit inside of the community center. The festival will also look into adding more entertainment with a larger regional attraction. The performers for this event well renowned and come from outside the county. The festival will include entertainers from South Florida, the Tampa Bay area, and the Central Florida area.

The Independence Day Celebration at the beginning of July, held at Eastern Florida State College, is the largest firework display on the Space Coast. In addition to the fireworks, the event will feature more than 20 food trucks, vendors, live music, and a kids' zone with free inflatables, games, face painting and more! Our Independence Day is unique in that it does not fall on actual Independence Day. We plan the event to fall on a weekend so that working residents and tourist can participate in the Celebration of Independence and experience the largest fireworks show on the Space Coast. This event is free to attend, there is ample parking, great entertainment, activities for the kids, and an abundance of food options to choose from. This event promotes the Space Coast as a great destination to travel to for the holiday weekend.

Project Name: Florida Surf Museum

\$20,000

Description of the Project: What started out as a small, family day in Cocoa Beach has turned into a global phenomenon. People from all over congregate on Christmas Eve in Cocoa Beach to celebrate the holidays with Santa, friends and family. Whether you surf or you're looking to join in the holiday spirit, there's no other beach having this much fun on Christmas Eve!

The holiday season is a special time of year for families. And while most families in America will visit their local parade or visit Santa at their mall, Surfing Santas puts a unique twist on tradition and celebrates Cocoa Beach in an authentic way, which is core to who we are as a destination. We aren't flashy like Miami, and we don't have the magic of Disney, but what we offer is authenticity.

For the past decade, Surfing Santas has promoted Cocoa Beach as a safe, family-friendly destination for both locals and tourists alike. Our event is unique in that it celebrates the spirit of Christmas—one of giving—by giving back to the community. Whether we provide Christmas joy or monies for various charities, all of us at Surfing Santas love seeing how our grassroots event brings a smile to thousands and thousands of people. It also brings awareness to East Coast surfing culture, which is a huge part of our Space Coast culture, especially Cocoa Beach. Our hometown boy, Kelly Slater, the greatest surfer of all time, actually attended Surfing Santas in 2021 & 2022. And we believe wholeheartedly that this event puts Cocoa Beach back on the map as a surf destination.

Project Name: Field Manor Foundation, Inc.

\$15,000

Description of the Project: The Field family arrived at the shores of Merritt Island in March 1868, with the hopes of starting a new life. Much of Florida was repopulated after the Civil War with small settlements dotted along both coastal and riverine shorelines. Field Manor is a historic 19th century homestead on the Indian River Lagoon, located in a settlement the Fields named Indianola.

Historic Field Manor Homestead, Museum, and Venue is seeking funding for the FY2023-2024 Cultural Support Grant Program for the seasonal events and programs hosted at and by Field Manor. The events are:

- Seafood Festival on October 7, 2023 • Field Manor collaborates with Brevard County vendors, as well as vendors in Indian River and Volusia counties, to bring guests the freshest oysters and clams harvested from the Indian River Lagoon and Mosquito Lagoon.
- Founders Day in the Spring of 2024 • This family-friendly event celebrates the arrival of the Field family from Georgia in 1868.
- Field Trips • As an educational non-profit, Field Manor takes pride in its field trip curriculum. The program consists of a walk through the history of the homestead, ranging from building the home, to choosing the best equipment for agriculture and building endeavors, to determining which crops to grow.
- Beer Fest on November 18, 2023 • Florida based breweries and food trucks on the shores of the Indian River Lagoon.
- Museum of Brevard's Historic Homes Holiday Tour (2000 to present) in December 2023 along with seven other historic home museums in Brevard, Field Manor decorates for the Christmas season, with a different theme each year. Limited to 150 tickets, this event often sells out.
- Rotating Collections – Year-round • Field Manor's Ais Collection and a children's themed exhibition.
- Partnered Events – Year-round • Throughout the year, Field Manor hosts workshops and vendor markets (Fall-Spring). • Bioluminescent kayak tours from Field Manor's shore (Summer).

Project Name: Cocoa Beach Main Street

\$25,000

Description of the Project: Cocoa Beach Main Street is a 501(c)(3) non-profit organization that advocates for the Downtown Cocoa Beach area. Our organization cultivates partnerships with local businesses and restaurants to make Downtown Cocoa Beach a preferred destination for residents and visitors alike.

Downtown Cocoa Beach is a quaint area home to small and large businesses, condos and homes for residential living, charming retailers, and eclectic restaurants with beach access just steps away. Our mission is to make Downtown Cocoa Beach thrive. Through special and

monthly events, we continue to provide a reason for Brevard County residents and visitors to come shop, eat and relax.

All events held by Cocoa Beach Mainstreet are family-friendly, free, and open to the public. They all take place on Minutemen Causeway.

- **Monthly Friday Fest** — Held on the third Friday of each month, Friday Fest is a quintessential street party that features local businesses and vendors. Guests can dance to live music and enjoy great eats from food trucks under the open sky. It's a fun night to be in Downtown Cocoa Beach!
- **Cocoa Beach Kite & Beach Fest** — Experience two days of high-flying fun in Cocoa Beach! This event takes place in January on the beach at the end of Minutemen Causeway and is an event the whole family will love. See kites soaring through the sky, as well as kite demonstrations and competitions. Plus, food vendors, music and all-around fun for the whole family. Cocoa Beach Mainstreet works with Wind Wolves Kite Organization to bring this event to the area, which attracts visitors from all over to enjoy Florida's Space Coast.
- **Winterfest** — This longtime tradition fills the hearts of families with joy and memories. Winterfest welcomes the holiday season with snow in Cocoa Beach and a festive parade featuring Surfing Santa. The snow falls for two hours, providing opportunities for both kids and adults to make snow angels, snowballs, and maybe a snowman or two.

Project Name: Brevard Regional Arts Group

\$25,000

Description of the Project: The Henegar Center is a performing arts theatre owned and operated by Brevard Regional Arts Groups, Inc., a 501c3 organization located in the Historic Downtown Melbourne 1919 School building. It features a 380-seat MainStage Theatre and an 80-seat Blackbox Theatre that entertains over 35,000 patrons per season.

The Henegar Center produces high-quality live musical theatre productions including classic and contemporary musicals. This proposal is seeking funding for the marketing of our 2023-2024 Season is as follows: ·

- **Joseph and the Amazing Technicolor Dreamcoat** (Aug 11 – Sep 3) a family friendly musical featuring songs from famous composer Andrew Lloyd Webber
- **Addams Family** (Sep 29 – Oct 22) a spooky comedy for the Halloween Season.
- **A Christmas Carol: The Musical** (Nov 17 – Dec 10) a dramatic retelling of the Christmas Classic for the Holidays
- **Henegar Holiday Spectacular: Glad Tidings** (Dec 14-17) – Our annual Holiday Show
- **The Sound of Music** (Jan 19 – Feb 11) A classic for all ages
- **Sincerely Yours** (Feb 14-18) – Our Annual Valentines Week Production
- **Diana: The Musical** (Mar 15 – Apr 7) The East Coast Premier
- **8 Track: Sounds of the 70's** (Apr 18-28) – A Blackbox Music Revue
- **The Bodyguard** (May 3 – May 26) Featuring hit songs by Whitney Houston

Project Name: The Harry T & Harriette V. Moore Cultural Complex, Inc.

\$20,000

Description of the Project: He was the most hated Black man in the State of Florida, although he was the first civil rights leader to be assassinated...only few know his name. His murder was the spark that ignited the American Civil Rights Movement, but even fewer know his story. Before graduate student Michael King began using his given name, Martin Luther, and before Detroit Red changed his name to Malcolm X, and before Medgar Evers joined the NAACP, Civil Rights Activist, Harry T. Moore and his wife, Harriette were murdered in cold blood.

The Moores were the first martyrs of the modern civil rights era in the State of Florida. Harry organized the first Brevard County branch of the NAACP in 1934 and became its president. He would later coordinate chapters throughout the state, and in 1941 became President of the Florida Conference of NAACP branches. In 1944 Moore formed the Florida Progressive Voter's League and became its Executive Director. The league was instrumental in helping register over 116,000 black voters in the State of Florida. As the head of the Florida State Conference of the NAACP, Harry T. Moore led the fight against injustices on behalf of the state's African American population on a number of fronts, including voting rights and the equalization of pay for the state's black teachers.

Programs offered at the Cultural Center for the enrichment and edification of both children and adults encompass the visual, literary, and performing arts. Scheduled periodically, activities include: Cultural Lectures, Oral Presentations, Men on a Mission, Strategies of Successful Women, Annual Majes-Tea Party, Spoken Word, 5KRun/Walk, Healthy Living Festival, Juneteenth Celebration.

Spring is the time of new beginnings. We are seeking funding for Spring, April 27, 2024 since this was the birth of the completion of the Harry T. & Harriette V. Moore Memorial Park and Museum. This date will be our 20th year anniversary...when we opened to the world to share the legacy of the Moores', and what better way to celebrate than by having the Harry T. & Harriette V. Moore Freedom Heritage Festival. Opening ceremony and cultural performances from different communities, along with workshops and seminars on heritage preservation and cultural traditions. Food festival featuring traditional dishes from afro centric and Caribbean culture.

A SINGLE MARKETING GRANT PROGRAM FOR SPORTS, CULTURAL, AND MAJOR EVENTS BEGINNING FY23/24

FUNDING:

- Funding for this program will come from the Tourist Development Tax marketing fund
 - A. This funding is derived from the remaining cost savings from the elimination and/or combination of Major Event Grants, Brevard Cultural Alliance, Cultural Grants, and Sports Grants, less the 20% previously allocated for lifeguard services.
- Maximum total amount to be awarded beginning FY23/24:
 - A. \$400,000
 - B. \$500,000
 - C. \$600,000

AWARDS:

- Grants are to be awarded for the purpose of:
 - A. Assisting events with marketing
 - B. Defraying County facility expenses
 - C. Both
- Award provided:
 - A. Through the TDO who will directly market the events on behalf of the grantee
 - B. By reimbursement of approved marketing expenses after the event
 - C. Both
- Grants could be awarded:
 - A. Every six months
 - B. Once per year
- Recipients determined by a cohesive set of guidelines that do not differentiate event type. The amount of the award should be based on:
 - A. A formula based on event attendance (estimated by cell phone data) and/or room nights generated, to consider the impacts of all events
 - (i.e. 5 out-of-county attendees = 1 room night)
 - B. Other
- Potential award amounts could be capped at:
 - A. \$20,000
 - B. \$25,000
 - C. Other

COMMITTEE:

- Recommendation process options:
 - A. The Tourist Development Council Marketing Subcommittee
 - B. A new marketing grant subcommittee (eliminating the cultural and sports subcommittees)
 - C. The Tourist Development Council
 - D. Other