



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

New Business - Community Services Group

J.6.

9/14/2021

Subject:

Approval, Re: Tourist Development Council FY 2021-2022 Cultural Support Grant Program recommendations.

Fiscal Impact:

FY 2021-2022: \$150,000 for listed grants is budgeted in the Cultural Fund 1446/293020.

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 2021-2022 Cultural Support Grant Program applications listed in Attachment (A), as well as make the necessary legislative findings. In approving the following cultural grants, the Board is making the legislative finding for each grant that tourist development tax funds are authorized to finance each grant because pursuant to section 125.0104(5)(a)3, Florida Statutes, each project is an activity, service, venue, or event that has as one of its main purposes, the attraction of tourists as evidenced by the promotion of that project to tourists. Further, in accordance with section 102-119 (3)d of the Brevard County Code, each project is a tourist-oriented cultural or special event such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions, festivals, or other tourist-related activities. 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.

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 grants are administered by the Cultural Committee of the Tourist Development Council in coordination with Brevard Cultural Alliance. The grant program assists applicants in attracting tourists to attend high quality cultural events in order to generate significant economic impact through participant spending.

The Cultural Committee at their August 24, 2021 meeting and the Tourist Development Council at their August 25, 2021 meeting unanimously recommended the Board approve funding the following FY 2021-2022 Cultural Support Grant Program applications as well as make the necessary legislative findings for each grant listed at Attachment (A).

During the prior grant cycle, 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 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 for 20% of total visitation or 1,000 guests

The Cultural Support Grant Program Guidelines also require applicants to establish and track ROI by measuring visitor attendance and spending.

This updated information is found in Attachment (B), this document includes Total Score, Average Score (Total Score divided by the number of Committee who scored that application), Trimmed Mean, Cultural Committee Funding Awards (8.24.2021), Adjusted Award Funding (8.24.2021), and Airsage Reported Attendance Outside Brevard County (out-of-county attendees to the event or program) for each application. Additionally, listed is the Spending and ROI per application. This number was calculated by taking the number out-of-county attendees multiplied by an average spend number (\$53.62) which came from a 2019 Economic Contribution study produced for the Brevard Cultural Alliance.

The FY 2020-2021 Cultural Support Grant Program had 40 applicants who were all funded. This year, after the requested adjustments to the guidelines, there were 23 applications submitted, 17 were awarded funding. There were four groups that were disqualified and not get scored by the Cultural Committee because they did not reach the minimum requirement of 20% of total visitation or 1,000 guests. Additionally, there were two applications that were scored by the Cultural Committee who did not meet the minimum score of 80 and thus were deemed ineligible for funding consideration.

All of the 17 applications have been approved by both the Cultural Committee and TDC, and funding will be on a reimbursement basis. The awards were based on the approved funding tiers listed in the Guidelines. The tiers are determined by the number of out-of-county visitors that attend the event/season. As per the tier

system, an applicant's event/season that draws 1,000-2,500 out-of-county attendees will be eligible for \$2,500, an applicant's event/season that draws 2,501-5,000 out-of-county attendees will be eligible for \$5,000, an applicant's event/season that draws +5,001 out-of-county attendees will be eligible for \$10,000. After allocating the appropriate funds per their out-of-county attendees to each application the Total Funding request of all approved applications totaled \$112,500. The budget amount for the FY 2021-2022 Cultural Support Grant Program is \$150,000. The Cultural Committee, at their August 24, 2021 meeting, voted to an equal, proportionate adjustment to all approved applicants resulting in the full spending of the \$150,000 budget. Revised award funding is listed on Attachment (B), column labeled "Adjusted Award Funding 8.24.2021".

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.



September 15, 2021

M E M O R A N D U M

TO: Peter Cranis, Tourism Development Office Director

RE: Item J.6., Approval of the Tourism Development Council FY 2021-2022 Cultural Support Grant Program Recommendations

The Board of County Commissioners, in regular session on September 14, 2021, made legislative findings and approved funding for the following FY 2021-2022 Cultural Support Grant Program applications listed in Attachment A; and authorized you 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. Enclosed is Attachment A.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK

A handwritten signature in cursive script, reading "Kimberly Powell", is written over the typed name and title.

Kimberly Powell, Clerk to the Board

Encl. (1)

cc: Finance
Budget

FY 2021 – 2022 Cultural Support Grant Program Project Recommendations

Project #1 – American Police Hall of Fame & Museum

\$13,333.33

Description of the Project.

Our monthly events related to the SAIL (Safety Always Involves Law) program are designed to attract people who are seeking a fun and informational activity. Our multi-faceted goal is to: a). educate visitors about the Space Coast and the state of Florida; b). educate visitors about safety awareness, both here and at home; c). help visitors understand the role of law enforcement in their communities; and d). build bridges of understanding between citizens and the law enforcement officers who serve them. Not only do our visitors get the chance to take part in hands-on activities, such as interacting with a police dog, analyzing their own fingerprints, learning about boating safety, learning how to interact (safely) with Florida wildlife, learning how to (safely) enjoy Florida outdoor activities, or learning how to be safe on their computers, game systems and phones, but we offer a variety of theme-specific speakers and displays to entertain and inform them.

In addition to the micro-events, we prepare multiple new display tables each month that spotlight the theme. Funding will be used for Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, and other General Operating costs.

Project #2 – Brevard Nature Alliance

\$3,333.33

Description of Project.

The 25th Annual Space Coast Birding & Wildlife Festival, one of the premiere birding festivals in the country, consists of expert keynote speakers, spotlight presentations, an enormous trade-focused Expo, a photographer's track, an exciting Silent Auction and many socials. The Space Coast Family Wildlife Adventure Day is designed for school children. The Festival is a 5-day affair with attendees from all across the US, plus many international visitors. The Festival will move beachside this year positioned perfectly for the 100+ field trips throughout Brevard County.

SCBWF advantage: a plethora of birds and native wildlife that abounds in Brevard County and local environments. Some of these specialty critters are only found in this region, therefore the festival has a reputation of superior field trips and professional guides. Aside from marketing the entire Festival, a secondary splash will be the Space Coast Family Wildlife Adventure Day, which consists of students' exposure to the wildlife of the area through field experience, presentations, nature journaling, craft activities, live animals, and a juried art contest. The newly-expanded Expo is composed of over 100 vendors in the birding/wildlife industry, from binocular companies to camera companies, from soft goods to art work, from local destinations and attractions to international tour companies, and everything in between. Many attendees come early and stay late in order to take in additional activities in the Space Coast region.

In the field of nature tourism, birding festivals bring folks from across the country and even the globe to a resourceful location to see the local specialty and resident birds/wildlife, where birders can add these sightings to their life lists, a birding community competitive game. To further underscore the experience, keynote speakers and spotlight presentations are featured to expound upon local species, conservation issues, social issues within the birding community (such as inclusivity, diversity, youth impact, industry growth) and many workshop topics. Introducing hundreds of visitors to the Florida dimension of wildlife in a single week creates a unique setting for networking, sharing, social conversations and talking about birds. The Expo continues the excitement of learning, sharing and discourse and has been a prime source of media coverage in the past. Funding will be used for Artistic Services, Materials/Supplies, Marketing, and other General Operating costs.

Project #3 – Brevard Regional Arts Group, Inc. / Henegar Center
\$13,333.33

Description of Project.

This grant request is to fund marketing outside of Brevard County to solicit visitors to attend The Henegar Center's 2021-2022 MainStage Season performances. The Henegar Center produces quality Broadway style musicals at an affordable price for families and couples. Ticket prices range from \$25 - \$36 each. As a destination event, our productions attract visitors to Brevard County to see a live performance show, eat dinner locally, enjoy the downtown while combining our event with other area attractions to make an extended stay in Brevard County including staying in local hotel rooms. We offer performances 26 weekends out of the year including holidays. We are excited to be offering four shows that are being performed for the 1st time in Brevard County. "Side Show", "The Wedding Singer", "We Will Rock You" and an all new musical version of "A Christmas Carol". Funding will be used for Marketing.

Project #4 – Brevard Renaissance Fair
\$6,666.67

Description of Project.

Our event is the largest outdoor theatrical production in the county, which uses local and regional entertainers to form the Brevard Renaissance Acting Troupe, which is support by the Brevard Renaissance Fair Charitable Foundation to depict a period in history and to entire the entire event through a series of plays, interactions throughout the day with the culmination coming at the final joust and closing ceremonies. We bring in national and international acts, which brings people from all over the nation to come to the shows. The Brevard Renaissance Fair mixes historical facts and some fiction to entertain and teach people about the history of the Renaissance Age.

We are recognized as one of the top Renaissance tent shows in the nation. This recognition has allowed us to become the first show to start the Renaissance Festival circuit every year. We are now well established as the start of the season for most of the major acts in the country and Renaissance Fair lovers travel far and wide to come to the first show of the new season. We

have a waiting list of entertainers wanting to be a part of the Brevard Renaissance Fair. We bring in international acts every year to bring something new to the area - this year we are bringing in Celtica Pipes, and also Albannac we have also brought in Sary Olsa from Belarus in the past. The opportunity for the Space Coast is to advertise in areas outside of Florida to bring the snowbirds and Renaissance fair lovers to Brevard from states with major followings like Texas, North Carolina, Georgia, Maryland, New York, Wisconsin, Michigan, and Minnesota. Funding will be used for out-of-county Marketing.

Project #5 – Brevard Symphony Orchestra

\$3,333.33

Description of Project.

For 67 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 15,000 residents and visitors. The BSO also performs an annual free family concert at the King Center for the Performing Arts.

The BSO's main subscription offering is our Signature Six Series, with six evening concerts and three matinees. Opening Night is October 16, with a theme of "Around the World in 80 Days." "The Mozart Effect" follows in November featuring the work of Mozart, and in January "Letters from Home" will feature a newly commissioned work, 'The Rose of Sonora', performed by violinist Holly Mulcahy. "The Wondrous World of John Williams", a 90th birthday celebration, will honor the greatest movie composer of all time. This program will be followed by "Clash of the Titans" featuring internationally acclaimed violinist Paul Huang performing the Tchaikovsky Violin Concerto. Closing out the season is "Roman Holiday" an Italian program featuring Respighi's 'Pines of Rome' and 'The Fountains of Rome'. Funding will be used for Artistic Services and Marketing.

Project #6 – Florida Surf Museum

\$6,666.67

Description of Project.

Surfing Santas of Cocoa Beach is one of the most popular events on the Space Coast. Each year on Christmas Eve visitors from around the world come to the Space Coast to participate in a morning of festivities that include hundreds of surfing Santas riding the waves in front of thousands of participants who join in on the fun dressed in every type of holiday costume. Activities include Christmas themed music, hula dancers, and the wildly popular costume contest.

Surfing Santas of Cocoa Beach is a local, grassroots event that has exploded into a global phenomenon! Surfing Santas has been featured on Good Morning America, Huffington Post, the Hallmark Channel and countless others - many out of the US. The global coverage of this event has become a holiday destination event for many travelers. Funding will be used for Staff/Personnel, Artistic Services, Materials/Supplies, Marketing, and other General Operating costs.

Project #7 – IndiaFest

\$3,333.33

Description of Project.

Twenty-four years since its inception, Indiafest has grown into an incredible two-day festival in Brevard County which exemplifies the diversity in our community through entertainment, arts & crafts, traditional food, and cultural vendors. In 2019 Indiafest was enjoyed by over 9000 visitors and the festival has become an eagerly awaited annual celebration by the community at large. It is our mission to enhance intercultural harmony by promoting awareness of the other culture in the local community. It also is an avenue that strengthens and emphasizes the arts and cultural in Brevard county by providing an all-inclusive event that attract people of all ages, ethnicity, and backgrounds - locally, neighboring counties, and from out of state. The festival is a result of the cohesive effort of Brevard's community that showcases the Space Coast cultural diversity & local arts.

Indiafest promotes integration of the world and local culture by vigilantly encouraging volunteer work and sharing among children and young adults by creating a platform for children of all cultures to participate and show off their talents thus, generating a sense of pride in their cultural roots and local community. The festival provides information in a fun, simple, and knowledgeable manner that motivates interest and answer questions. Funding will be used for Marketing, other General Operating costs.

Project #8 – Melbourne Art Festival, Inc.

\$6,666.67

Description of Project.

The Melbourne Art Festival will hold the 37th Annual event April 23 & 24, 2022 at Wickham Park in Melbourne, FL. Over 400 fine artists from all over the country will apply to be juried into the festival, there will be over 200 chosen and invited to attend. The Artists set up around the paved road of the back lake and exhibit their fine and unique art for the public to view and purchase. Student activities are designed to fulfill our Mission to encourage artistic endeavors by hosting free hands on activities in the KidsWorld area, Student Art Workshops and Student Art Competition. Live Musical acts, local and regional, are scheduled for both days of the festival to further enhance our mission for arts education and endeavors within our community and beyond. Direct advertising and marketing techniques are used through printed and digital media as well as

social media to target areas around the state and country to bring in visitors and artists to attend our event and participate in our activities. Promotional posters and directories are distributed throughout the area to increase attendance. Admission and parking are free for all attendees. Funds will be used for out-of-county Marketing.

Project #9 – Melbourne Main Street

\$13,333.33

Description of Project.

Melbourne Main Street is committed to creating a lively center of cultural experiences for visitors and residents. Our goal is to provide access to a vibrant downtown with a thriving local economy rich in character, and features inviting public spaces that make residents and visitors feel that they belong. We are seeking funding for Staff/Personnel, Artistic Services, Materials/Supplies, Marketing to accelerate our efforts in further shaping Downtown Melbourne as a destination for arts, culture, history & entertainment by target marketing key demographics.

Melbourne Main Street focuses on hosting a variety of festivals to attract visitors to our historic district. For the FY 2021-2022 grant period, we will be primarily focused on three events: Downtown Melbourne Food and Wine Festival, four Saturdays of Candlelight Shopping, and our Botanical Fest. Each of these unique events attracts a different demographic and are proven to entice visitors to attend. In 2019, the Food and Wine Festival attracted over 10,900 people into Downtown Melbourne, with 25% from outside the county. Attendees ranged from music lovers, to wine connoisseurs, to food aficionados. Food & Wine brings together over 40 different restaurants from throughout Brevard into Downtown Melbourne to give people a taste of cuisines from all around the world and our community.

Candlelight Shopping attracts families, young professionals and senior citizens from all throughout the region. The streets are lit with Christmas lights and Santa is available for photos and discussions about presents. Candlelight Shopping brings back a warm holiday spirit into Downtown Melbourne for all people to enjoy.

The annual Botanical Fest showcases all sorts of plants, shrubs, trees, orchids, plumerias, garden sculptures and more.

In March of 2020, we hosted the botanical festival. The demographic for Botanical Fest is different than our other festivals and attracts plant lovers, farmers, and those with a love for the environment. Each of these events draws in a different crowd to the streets of Downtown Melbourne, they help not only spread the names and news within the city but also boost the local economy and market the Space Coast as a destination.

Project #10 – Museum of Dinosaurs and Ancient Cultures

\$13,333.33

Description of Project.

The Museum will host an exhibit called Sharks: Ancient Rulers of the Sea will exhibit huge shark jaws, both modern and prehistoric. Come to face with the 8 ft. jaws of one of the most revered sea creatures to have ever lived, the mighty Megalodon, which grew to over 70 feet in length. Side-by-side comparisons of other ancient sharks and modern sharks will show how little they have changed throughout the course of 400 million years. Many of the sharks on display still live in the waters of Florida today. Guests will be able to touch shark fossils and see a comparison of the 7" Megalodon shark tooth with the 2" modern Great White Shark tooth. Visitors will also learn about the actual habits of sharks while we debunk some of the common myths that actually endanger our sharks of today.

The Museum brings a tremendous asset to Brevard County in the way of a cultural experience for the entire family. Potential visitors planning their visits to Brevard County are much more likely to visit because of the added cultural benefit and the ease of scheduling a visit to the Museum into their itinerary. The Museum also gives an added option for visitors and residents for a rainy-day activity and is a destination for school groups as well. Funds will be used for out of county Marketing.

Project #11 – Native Heritage Gathering, Inc.

\$3,333.33

Description of Project. The 13th Annual Native Rhythms Festival is a three-day family friendly, free 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. The Native Heritage Gathering, Inc. organization has provided Brevard County with annual events including Powwows and the Native Rhythms Festival for nearly 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. Funding will be used for Artistic Services and Materials/Supplies for the event.

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 three years. Shelly Morningsong is also the Best Blues artist and has many awards and accolades to 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) have performed. Together they have traveled the world performing for 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 Ed WindDancer 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 a family friendly and free of charge event opens the door for families to attend unfettered by high cost of admission and in doing this we break down all socio-economic barriers for all attendees. Funding will be used for Artistic Services and Materials/Supplies for the event.

Project #12 – Space Coast Symphony Orchestra

\$13,333.33

Description of Project. The Space Coast Symphony Orchestra performs more programs than any other orchestra in Central Florida, including the summer season, providing entertainment options for those visiting or living in the area. In addition, a rich cultural landscape brings economic wealth to a community, attracting businesses, new jobs, increased property values and pride of ownership. By offering high quality, family-oriented and affordable concert programming, the SCSO provides a unique artistic resource that serves our community and also attracts visitors from nearby markets. We introduce families to classical music while presenting a compelling role model to young students, both performing and attending. As we enrich the educational and cultural experiences for students, we provide a valuable resource for the community overall, by developing the young musicians and leaders of the future. Culture and tourism are linked because of their obvious synergies and their growth potential. Our aim is to create authenticity and distinctiveness in the tourism market. In this regard, unique concert experiences highlighting our community and it's artists that can connect our attendees, both local and visiting, to our special community.

Most recently, the SCSO launched a drive-in concert series in response to venues being shuttered due to Covid-19. The drive-in concerts last Summer celebrated the strength and resilience of our community. All of the concerts in this special Space Coast Strong series were held at The Avenue Viera, to provide for healthful air flow and adequate room for social distancing. The SCSO helped boost civic morale and reminded everyone of what makes our Space Coast great. The SCSO was the first performing ensemble in the United States to perform for an audience since the start of the epidemic and government shutdown. The funding will be used for Staff/Personnel, Artistic Services, and Marketing.

Project #13 – Surfside Playhouse, Inc.

\$3,333.33

Description of Project.

Surfside Playhouse is unique, differing from other theaters in Brevard County, by offering a variety of programs that most other theaters do not. We put local actors on the stage, drawing the hometown crowd as well as out of county and out of state visitors. Surfside does not do all one-kind presentations such as performing only musicals. We add to the cultural offerings in Brevard County with our six mainstage plays by offering comedies and musicals—one in the fall and one in the spring that is focused on the snowbird audience, as well as a serious natured drama, promoting thought-provoking contemplation of present issues as well as events in history such as Diary of Anne Frank. An event known only to Surfside is our season finale, written by our Artistic Director, who takes a well-known play like Dracula and fractures it with comedy and a musical score that he composes. Fractured increases in popularity yearly. It is strategically held after snowbirds exit, casts lots of hometown folks, draws an appreciative audience and a large number of auditions. Additionally, dance lessons, Impro and summer camps draw both visitors and residents to Surfside. Funding would be dedicated to marketing of the Playhouse with printing costs for rack cards and such and paid social media costs. Surfside Playhouse will use the funding for the following; Artistic Services, Materials/Supplies and Marketing.

Project #14 – The Historic Cocoa Village Playhouse

\$13,333.33

Description of Project.

HCVP's mainstage productions known as "Broadway on Brevard", are large-scale high-quality musicals that attract a wide audience from throughout the State of Florida and the East Coast. A few examples of popular mainstage productions are BEAUTY AND THE BEAST, A CHRISTMAS CAROL, 42ND STREET, THE SECRET GARDEN, SPAMALOT, and HEDWIG AND THE ANGRY INCH. These productions contribute to the cultural landscape of the Space Coast as there is no "dark time" for HCVP and productions are ongoing for any visitors in the area.

Additionally, our STARS of Tomorrow Youth Program is accessible to all children ages 7 through high school graduation and includes 5 productions annually averaging 3 performances each. Since its genesis in 1990, the program has grown from 8 children to enrolling over 250 children. The STARS of Tomorrow also offers acapella youth singing group called Fermata STARS that perform throughout the year at private events, corporate events, promotional outreach, and throughout the community at churches and restaurants, as ambassadors to the community.

SPOTLIGHT SERIES: HCVP engages over 50 local artists and arts organization representing over 100 different local and international artists for performances that provide culturally enriching entertainment. The most recent season included 3 weekend long residencies of HOT PINK presenting The Music of The Doors, The Music of the Rolling Stones, and The Music of Elton John; Michael Law's HOME FOR THE HOLIDAYS, J. Thomas Black Jr. live in concert accompanying and underscoring to the silent film Safety Last, Galmont Ballet's THE NUTCRACKER, and international touring artist Hayley VerValin and professional artist John Dudley in JOHN AND JEN. Funding will be used for Artistic Services and Marketing.

Project #15 – Titusville Playhouse, Inc.

\$13,333.33

Description of Project.

Funding will be targeted to the marketing and production of theater shows and special TPI-produced events in the newly available TPI Shuler Stage, along with the offerings at TPI's Mainstage. TPI's Shuler Stage shows and events will run concurrently with TPI's Broadway show lineup performed on its mainstage at the historic 274-seat Emma Parrish Theatre. The Shuler stage outdoor venue will offer a minimum of 200 seats under-canopy in an existing space previously used for large-attendance public auctions. A historic building on the property will be converted into a retro-styled speakeasy for after show events with the performing cast and patrons. Another existing building on the site will become a "black box" theatre venue and rehearsal space.

TPI has identified and initiated its season marketing for the following shows and events programmed during the grant period: Special Event – CULTober™ Series - Hedwig and the Angry Inch, MTI's All Together Now! A Global Event Celebrating Theatre. An opportunity for theatres around the world to produce the same show over the same weekend as an exclusive musical revue featuring songs from MTI's beloved shows.

TPI's Shuler Stage expansion is the anchor to a designated downtown entertainment district. This broadened, demographic targeted programming available on any given weekend will increase TPI's reach into the five-county Central Florida region it serves, particularly to attract metropolitan Orlando residents and tourists. The requested funding will assist in drawing Orlando area talent and will support targeted marketing to raise market awareness of TPI's expanded appeal as a cultural destination in Central Florida.

Project #16 – U.S. Walk of Fame Foundation

\$6,666.67

Description of Project.

The American Space Museum / U.S. Walk of Fame Foundation is a venue driven destination that is in sync with the local space trend. We celebrate the history of space, the adventures and what it took to get us to this point, but we also enthusiastically share and work to inspire the continuation of these efforts.

Programs to be supported and promoted include our monthly "Celebration Series" which highlights various aspects of America's space history, such as diversity, astronomy, STEM education, and teachers who have flown in space, the various space flight programs, use of animals in space, an exploration of climate change and the search for life beyond our planet. Using our collaborations with other local groups including artists, camera clubs, astronomy groups, space enthusiasts and workers, NASA, many nearby corporations involved in space industry, other non-profits and museums, we are able to draw on a wealth of knowledge and networking resources to create more dynamic offerings that have a longer reaching benefit for

the cultural interests of our area. These partnerships also enable us to put forth educational offerings. Many school groups from, not only the Central Florida area but all over the world, plan field trips to this area because of these offerings.

All of this indeed promotes Brevard County as a favored cultural destination. We propose using the grant funds to expand our paid Advertising efforts, Artistic Services, Materials/Supplies, and Marketing for the Museum.

Project #17 – Valiant Air Command

\$13,333.33

Description of Project.

The Valiant Air Command is proud of its standing among aviation museums of its size and impact, and equally so of its place in our community. The Warbird Museum collection ranks high among our peer aviation museums, and certainly exceeds that of peer aviation museums in similar sized communities. Our recent acquisition of artifacts from the National Museum of the US Air Force, the Naval Aviation Museum and the Smithsonian National Air and Space Museum, are testament to the high regard in which we are held by these demanding organizations, and place us in an enviable position among our peers. Additionally, in recent year Valiant Air Command has become a venue for large scale events such as holiday parties, corporate events and weddings to be held. Many events are already booked for the FY 2021 – 2022 cycle. Funding will be used for Staff/Personnel, Materials/Supplies, Marketing, other General Operating costs for the Museum.