

Project Name: Florida Surf Museum #9

\$22,500

Description of the Project: What started out as a fun family outing in 2009 has exploded into a global phenomenon that draws thousands of surfing and Christmas enthusiasts from around the world to Cocoa Beach. This family-friendly event called Surfing Santas has become a tradition for many. On the morning of Christmas Eve, over 1,000 surfers dressed as Santa enter the water to catch a wave while entertainment, such as live bands and Hula dancers, provides a festive atmosphere for crowd watchers. Plus, the costume contest is a fun activity and gives those participating a chance to win a special edition Surfing Santas surfboard.

Over the past decade, Surfing Santas has grown into one of the most unique and fun-filled events in Cocoa Beach that raise tens of thousands of dollars for local charities.

Surfing Santas, by far, is the top-performing Space Coast event for total earned media numbers. With more than 6.2 billion impressions since 2016, we have been featured on Good Morning America, the Hallmark Channel, Huffington Post, and many other outlets inside and outside of the United States. The total value is over \$13 million dollars and counting.

Florida Surf Museum and Surfing Santas 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. And we believe wholeheartedly that this event puts Cocoa Beach back on the map as a surf destination.

Project Name: Maxwell C. King Center for the Performing Arts, Inc. #12

\$30,000

Description of the Project: The King Center's upcoming season includes a wide array of programming with well-known artists and events that are sure to attract diverse audiences, including visitors from outside Brevard County. These events and performances draw people from outside of Brevard to the Space Coast, which in turn promotes the Space Coast as a cultural destination. By booking popular touring and musical acts, the King Center is attracting fans of these artists to travel to the Space Coast to attend these performances. For example, Foreigner is widely considered one of the most popular rock acts in the world, so their upcoming Greatest Hits show is bound to bring fans from other areas to Brevard County to see the performance. The King Center also includes programming from big names in entertainment and the performing arts outside of music. The upcoming Broadway at the King Center series is highly anticipated and will draw crowds from outside the Space Coast to see popular Broadway shows like Chicago and Fiddler on the Roof. Also, the performance of Disney Princess – The Concert will bring people of all ages to Brevard. Disney is one of the biggest brands in entertainment, and by putting on this performance, the King Center will attract Disney fans from other areas to the Space Coast. The King Center's carefully selected programming for the 2022-2023 season is sure to attract visitors to Brevard County, thus promoting the Space Coast as a cultural destination to both visitors and residents and will make a positive impact on

Brevard County tourism.

Project Name: Greater Cocoa Community Partnership Inc., DBA Historic Cocoa Village Main Street #10
\$30,000

Description of the Project: Each year, Historic Cocoa Village Main Street hosts four Art & Craft Fairs with a mission to generate economic development in the downtown area while creating an environment for artists and crafters to cultivate relationships with their customers.

Each of the four events features over 200 exhibitors showcasing fine art and handmade crafts. Vendors travel all over to entice roughly 15,000 visitors with their creations. The streets of Cocoa Village are closed to traffic, creating a pedestrian-only downtown for art, food, and fun! While enjoying the event, guests can view live art demonstrations at numerous booths or stop by one of the four performance locations. Each location highlights Central Florida's finest musicians playing the cello, saxophone, electric violin, or guitar. On the main stage, viewers can rock out to a variety of bands, including a nine-piece swing band!

All four events host two food courts, allowing guests can indulge in a bowl of paella, empanadas, are pas, bbq pulled pork, butterfly chips, or a good old juicy hot dog! Kettle corn, shaved ice, and funnel cakes are also available for those visitors with a sweet tooth. During the Spring Fine Art & Craft Fair, artist compete for 17 awards, totaling \$4,000! Award categories include Best in Show, first, second, third, and honorable mention for 2 Dminesion, 3 Dimension, jewelry, and mixed media art. Winners receive a free vendor booth in an Art & Craft Fair of their choosing to help continue encouraging art and cultural awareness.

The Art & Craft Fairs take place in beautiful Historic Cocoa Village, a cultural destination on its own. Visitors can walk our charming tree-lined, brick sidewalks while shopping at the event or at any of the unique shops!

Project Name: Brevard Symphony Orchestra #6
\$15,000

Description of the Project: For 68 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.

The BSO's main subscription offering is our Signature Six Series, with six evening concerts and three matinees. Opening Night is October 15, with a theme of "Opening Night: Song and Dance" and a special appearance by the Brevard Community Chorus. "Tchaikovsky's Pathetique" follows in November featuring this work of Tchaikovsky as well as works by Glinka and Arutiunian. In January "Inspired by Bach" will feature soprano Kyaunnee Richardson. "Comedy Tonight" in February will showcase the lighter side of classical music. This program will be followed by "Mendelssohn & Beethoven" featuring acclaimed violinist Julian Rhee performing Prokofiev's Violin Concerto No. 2, with this program being bookended by two titans: Ludwig van Beethoven and Felix Mendelssohn. Closing out the season is "American Dream" a program featuring four prominent composers who were also influential teachers in America.

Project Name: The Historic Cocoa Village Playhouse #22
\$30,000

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 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, STE(A)M tutoring, and complimentary sewing lessons, in addition to its growing STARS of Tomorrow Youth program and its senior citizen Golden Steppers tap dance classes. 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 community.

Project Name: Melbourne Municipal Band Association, Inc. #16
\$15,000

Description of the Project: The Melbourne Municipal Band (MMB) is requesting funding for its 2022-2023 concert season, which will engage more than 20,000 musicians, artists, patrons, and youth with high-quality and accessible music programming. The MMB is one of the finest community bands in the southeast and is the longest continually performing band on the space coast. Musicians even come from out of the area to play with the band. In addition to its 60-

piece concert band, the MMB has created a number of small ensembles – a variety virtually unheard of for a city the size of Melbourne and a testament to the dedication of its 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. These free concerts offer patrons a relaxing and cultural release so they can escape the daily challenges of everyday life with easily accessible concerts that are held in air-conditioned comfort and require no tickets. The winter concerts often are filled to capacity. During holidays, the MMB performs in parades and special concerts outside the Melbourne Auditorium. This enhances the festivities and engages people who might not attend a regular concert. The MMB also provides music for several civic functions such as the Vietnam Wall Concert in Wickham Park, Memorial Day festivities at the Liberty Bell Museum and Patrick Air Force Base, and Flag Day festivities at the Liberty Bell Museum, as well as educational activities for young musicians.

The 2022-2023 season will feature approximately 25 events and concerts, as well as numerous small ensemble performances around town.

Project Name: Melbourne Art Festival, Inc. #13

\$15,000

Description of the Project: The 38th Melbourne Art Festival will be held in Wickham Park, Melbourne, FL, on April 22 & 23, 2023. The Melbourne Art Festival is nationally recognized fine arts festival which draws tens of thousands of art and music lovers from throughout Florida each year.

The 2023 Melbourne Art Festival will feature over 200 juried fine artist booths along with live entertainment throughout the weekend including local and regional bands on the main stage and entertainment for children including Central Florida school bands and choirs, magicians & jugglers, puppet shows, and age-appropriate musical performances designed for children. Children are also invited to participate in kid friendly activities such as fun stretching, educational student art workshops (where they bring home what they make) and artist demonstrations from among the juried fine artists exhibiting at the show.

The 2023 event will also provide over 15 food and beverage vendors in the Food Court, an air-chilled tent so attendees can relax while watching the bands, a popular VIP Patron Program providing covered seating to view the stage, an artist reception on Saturday night for artists, patrons, advertisers and volunteers, and participation by local organizations such as One Blood and animal rescue centers.

Project Name: U.S. Space Walk of Fame Foundation #24

\$22,500

Description of the Project: The American Space Museum is a venue driven destination that is in sync with the trending growth in the space industry. We celebrate the history of these 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. Available to the public year-round, people plan their vacations to this area with our museum in mind. The next year of happenings with our museum includes several large events. In addition to our regular offerings, we will host: a Cosmic Masquerade Ball, a space memorabilia show, an art show with a special award inspired by renowned space artists Paul & Chris Calle, our 2nd Annual Shuttle Festival and multiple STEM workshop events for children/families. We have begun welcoming back our international travelers for educational field trips and already have recurring reservations through their travel companies.

In addition, as the space industry continues to grow, a great many people are attracted to our area and enjoy using Space View Park as a launch viewing location (where we have partnered with the city and send representatives to provide information and Q&A sessions for the visitors). In these times when costs of everything seem to be soaring, people have commented that they are finding our museum an affordable alternative to the larger, further, more expensive attractions in the Central Florida area (such as Disney, Universal, KSC Visitor Complex, etc.) and have begun planning their vacations around places like our own.

Project Name: Museum of Dinosaurs and Ancient Cultures #17

\$30,000

Description of the Project: We are proposing the addition of a permanent exhibit featuring a full-size, fleshed-out Cryolophosaurus, meaning "frozen crested lizard". Cryolophosaurus was a medium sized carnivorous dinosaur that lived 182 million years ago in what is now coastal Antarctica. At 20 feet long and over 7 feet tall, this dinosaur could tip the scales at over half a ton. Our Cryolophosaurus will be an anatomically-correct, true to size model, created through consultation with paleontologists. See supporting materials to view this dinosaur.

This fantastic beast will be positioned in the Jurassic area, looming above museum guests as they venture through our Mesozoic Hall. Visitors will journey under this legendary predator poised for action. Guests will also be able to view Cryolophosaurus from above in our third floor Mezzanine.

This display will show how the Earth has changed over millions of years. When Cryolophosaurus was living, Antarctica was located 621 miles north of where it is now! The Antarctica of 182 million years ago was a temperate climate around the perimeter, but still quite cold in the interior. Cryolophosaurus fossils were unearthed in 1994 by brave paleontologists excavating in the Earth's harshest climate. The fossils and new information gathered by the team of scientists help to provide a deep-time perspective on how life on earth could change in a warming environment. Additionally, since dinosaur fossils had been found all around the world on every

continent - except for Antarctica, this meant that dinosaur fossils had now been discovered on every continent on Earth!

Project Name: American Police Hall of Fame & Museum #2

\$30,000

Description of the Project: The American Police Hall of Fame & Museum host several important events throughout the year including the Public Safety Awareness Initiative is a series of monthly and quarterly events, activities and training symposia designed to educate Hall of Fame visitors about law enforcement and the general public's role in maintaining public safety, as well as providing topical training to law enforcement themselves. These events and symposia include our annual Memorial Service which draws visitors from all 50 states, typically for a minimum of two nights, usually for more. Added to that are monthly public events at the museum such as "Florida Wild Critters," spotlighting the Florida Wildlife Commission (FWC) and the myriad of flora and fauna they nurture and protect. Our programming also includes a celebration of K-9 officers, featuring working dogs and their trainers, with demonstrations for young and old alike, as well as educational materials illustrating the many ways that trained K-9s assist with public safety. Other monthly themes include vehicle safety, summer safety, and other topics of interest to locals and tourists alike. Our flagship weekend events include the popular Warrior Woman Weekend, which seeks to teach women the fine points of situational awareness, martial arts defense, pepper spray and kubaton education, firearms defense training & more. We have confirmed Michele Rigby Assad, former undercover officer in the U.S. Central Intelligence Agency's Directorate of Operations, and Lynda Williams, author of A Lost Childhood, as keynote speakers for our fall 2022 event. We will also be repeating last year's popular Freedom Fest, a celebration of liberty, the constitution, first responders and the American military. As with Warrior Woman Weekend, the event features vendors, food trucks, lectures, activities and informational booths. These flagship events attract people from in the county, out of the county and even beyond state lines. Likewise, our law enforcement symposia routinely draw sworn officers and law enforcement support officials from all over Florida as well as contiguous states. These symposia cover a variety of contemporary topics ranging from hostage negotiation to vehicle stops to mass trauma management, and each class is offered free of charge to Florida law enforcement officers. The Hall of Fame is partnering with The Florida Safety Council in order to offer a slate of high-profile symposia topics in late 2022 and 2023, featuring nationally known speakers and trainers like Benghazi hero Dave "Boon" Benton and former MMA fighter, now military and LE instructor, Benjamin Glossop, among many others.

Project Name: Brevard Regional Arts Groups, Inc. #4

\$30,000

Description of the Project: The Henegar Center is an affordable cultural destination in downtown Melbourne. Traveling tourists look at an area's offerings and 'all the things they can

do' when selecting a destination and planning a multi-day vacation. Visiting tourists interested in making an evening "out at the theatre" also eat at local restaurants, visit local bars, shop at local stores, and of course stay at local hotels. A live theatrical performance is part of their overall visit experience combined with other tourist attractions in the area such as our Beaches, Zoo, and Kennedy Space Center. The theatre provides a quality live entertainment experience for visitors to attend in the evening after a day at the beach or an attraction or if there is inclement weather.

The Henegar Center produces quality live musical theatre productions including classic and contemporary shows. This Cultural Support Grant will provide operational funding for our upcoming 2022-2023 MainStage Season as follows:

- "Disney's The Little Mermaid", Aug 26 - Sep 11, 2022
- "Jekyll & Hyde", Oct 14 - Oct 30, 2022
- "Miracle on 34th St", Nov 25 - Dec 11, 2022
- "Holiday Spectacular", Dec 15 - Dec 18, 2022
- "Evita", Jan 20 - Feb 5, 2023
- "The Color Purple", Feb 24 - Mar 12, 2023
- "Godspell", Mar 24 - Apr 2, 2023
- "Legally Blonde", Apr 21 - May 7, 2023
- "Avenue Q", Jun 2 - Jun 18, 2023

Project Name: Melbourne Civic Theatre #14

\$15,000

Description of the Project: We are seeking funding for Melbourne Civic Theatre's (MCT) 70th season, which will be presented from August 2022 through June

2023. MCT is Brevard County's longest running performing arts organization, an intimate 93 seat community theatre located in the heart of Historic Downtown Melbourne.

MCT's 2022-2023 season features the following shows:

- Assassins - A multiple Tony Award-winning theatrical tour-de-force, Assassins combines Stephen Sondheim's signature blend of intelligently stunning lyrics and beautiful music with a panoramic story about America's four successful and five would-be presidential assassins.
- Dr. Jekyll and Mr. Hyde - A new and shocking version of Robert Louis Stevenson's classic tale of depravity, lust, love and horror.
- Lettice and Lovage – A satirical comedy hit by Peter Shaffer, author of Equus and Amadeus.
- Leading Ladies - Hilarious comedy by the author of Lend Me A Tenor and Moon Over Buffalo full of mistaken identities and chaotic situations.
- Cat on a Hot Tin Roof - In Tennessee Williams' Pulitzer Prize-winning Cat on a Hot Tin Roof, the dysfunctional but wealthy Pollitt family gathers to celebrate aging patriarch Big Daddy's birthday. This beloved play resonates with audiences everywhere. Throughout the season, MCT also presents a Playread Series. This series features newer and avant-garde plays and has generated a different audience than typically attends more traditional shows.

As this is MCT's 70th season, we will promote unique messaging to celebrate our impact to the Space Coast as a cultural destination.

Project Name: Space Coast Art Festival #19

\$15,000

Description of the Project: The Space Coast Art Festival (SCAF) is a Juried Master Fine Arts Show, drawing artists from throughout the United States as well as Canada, Europe, and the Caribbean Islands. A not for profit, 501(c)3 organization, SCAF is governed by an all-volunteer Board of Directors. SCAF was organized in 1963 as the Cocoa Beach Art Show, was incorporated in 1972. Our 57th Space Coast Art Festival will be held October 15th and 16th, 2022, at The Avenue® Viera, a vibrant and unique outdoor lifestyle concept, conveniently located just north of Melbourne, FL, with direct exits from the North and from the South off I-95. SCAF recognizes Outstanding Artists with cash awards in ten different categories: A) Oils and Acrylics, B) Watercolors, C) Drawings, Graphics, Collages, Printmaking, and Paper, D) Clay, E) Sculpture, F) Photography, G) Glass, H) Jewelry, J) Mixed Media.

In conjunction with the Festival, a Student Art Show is held featuring “Budding Artists” from Brevard County who are also competing for cash prize awards. Also included as part of the Festival are “Children’s Hands-On Art” sponsored by Brevard Zoo, Food Trucks catering to multicultural & multi-generational groups, a Beverage Tent with a wide selection of adult & children’s beverages, and a “Sponsors Row”.

The Space Coast Art Festival mission is to create an annual juried fine art festival providing an enjoyable and profitable experience for notable artists and the Central Florida communities. We are also committed to nurturing art appreciation for all ages by providing a venue for students to display their art and gain community support and encouragement.

Project Name: Brevard Renaissance Fair #5

\$30,000

Description of the Project: Brevard Renaissance Fair attracts a large number of customers from around the country. 2023 we have not only ten show days scheduled but five Saturday evening concerts. To draw as many people to our events as possible, we focus part of our budget (direct mailer to all homes in Brevard along with Social media/radio and digital) and then the remainder, approximately 70k outside of Brevard from northern states to south Florida. Since BRF is now the LARGEST Tent show during that time in the nation, we target large ren fair States to increase our reach to those people that are supporters of renaissance festivals and get them to travel to Brevard.

Project Name: Valiant Air Command, Inc. #25

\$30,000

Description of the Project: The Valiant Air Command and its Warbird Museum are proud to be a significant factor in tourism visits to northern Brevard County. We sincerely believe that the Warbird Museum offers an experience like few in the region. Our agreements with the

uniformed services' museum departments and the National Air and Space Museum offer us access to highly sought artifacts, and our stellar reputation among those organizations contributes to that standing. Our superb cadre of volunteers provides effort, expertise and outreach to improve the collection and enhance the visitor experience. The Valiant Air Command Warbird Museum has been a highlight of local visitor attractions for decades, and its activities reach many thousand Floridians, as well as visitors from other states and other countries. The Museum is now open five days a week to welcome guests to view our collections. Our collection of more than 50 vintage aircraft ranges from primitive 1907 examples to sophisticated warplane types still in service. The recent release of the new "Top Gun" movie has brought significant visitor interest to our replica of a US Navy F-14 Tom Cat.

Two Memorabilia Rooms offer smaller artifacts, explaining the context for the larger aircraft's service careers. The Museum displays and collection are constantly being revised to appeal to a broad spectrum of visitors. Its activities have evolved over time to meet the expectations of younger generations. Most of its advertising uses social media, while Museum tour guides have long practiced "reaching back" introductions, helping younger visitors find a link to a parent or grandparent who may have built, maintained or flown an aircraft in our collection weighs more than 37 tons fully loaded). The relationship between our worldwide and historical focus, and the more locally oriented members of the cultural community is certainly positive.

Project Name: Native Heritage Gathering, Inc. #18

\$15,000

Description of the Project: Native Heritage Gathering, Inc. provides the Native Rhythms Festival annually in honor and celebration of Native American Heritage Month each November which is Federally and Regionally recognized through Proclamation. The one and only such event

for the Greater Central Florida region is the Native Rhythms Festival held at Wickham Park Amphitheater on the second weekend in November. The performing artists appearing on the stage are multi award winning artists from diverse genres and receiving recognition from the Native American Music Awards, Indian Summer Music Awards, and Grammy Awards.

The County and municipalities have supported the Native Rhythms Festival in past with Proclamations and recognition as this is the only program provided for the public to honor, celebrate and enjoy Native American Heritage Month each November. The event is Family Friendly and Free of admission charges.

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). 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. We are a dedicated team of volunteers and we have established a loyal following of attendees who return annually as well as working diligently to promote the cultures of our least represented minority in the United States, our Native Americans.