



brevard cultural alliance

PROPOSAL TO TOURIST DEVELOPMENT COUNCIL

FY 2024-25



**DYNAMIC
PLACE-MAKING**

DYNAMIC PLACE-MAKING ART IN PUBLIC PLACES

- Rotating curated artworks in public locations.
- Benefits
 - Artists - art is shown, available for sale
 - Host Locations - enriched spaces, shows love for community and quality artwork
 - Public - ability to view, learn about, and purchase quality local artwork
- APP Stats
 - Retains 900+ artworks
 - 25 locations (14 businesses, 11 government buildings)
 - More than 600,000 annual impressions
- 2024-25 Goal: Add three new locations to APP



Selections currently featured at
Space Coast Office of Tourism

Artists: Fred Benavidez, Arthur Blatch, Robert Michaud,
Debi Pettigrew, Robbyn Spratt.

The background is a solid purple color with a pattern of dark purple palm tree silhouettes. A bright sunburst effect is centered in the upper half of the image, creating a lens flare. The text is centered and reads "INSPIRING NEXT GENERATIONS" in a bold, white, sans-serif font.

**INSPIRING
NEXT GENERATIONS**

INSPIRING NEXT GENERATIONS

- Programs provided in partnership with Brevard Schools Foundation, Brevard Public Schools, community organizations.
- Two programs
 - Next Generation Artist Residencies
 - Arts Clubs
- Education Stats for 2024-24 School Year
 - 17 schools
 - 48 teachers
 - 200 total class hours
 - 2,000 students directly impacted
 - 9,000 students indirectly impacted
- 2024-25 Goal: Raise at least \$25,000 to support educational programming.



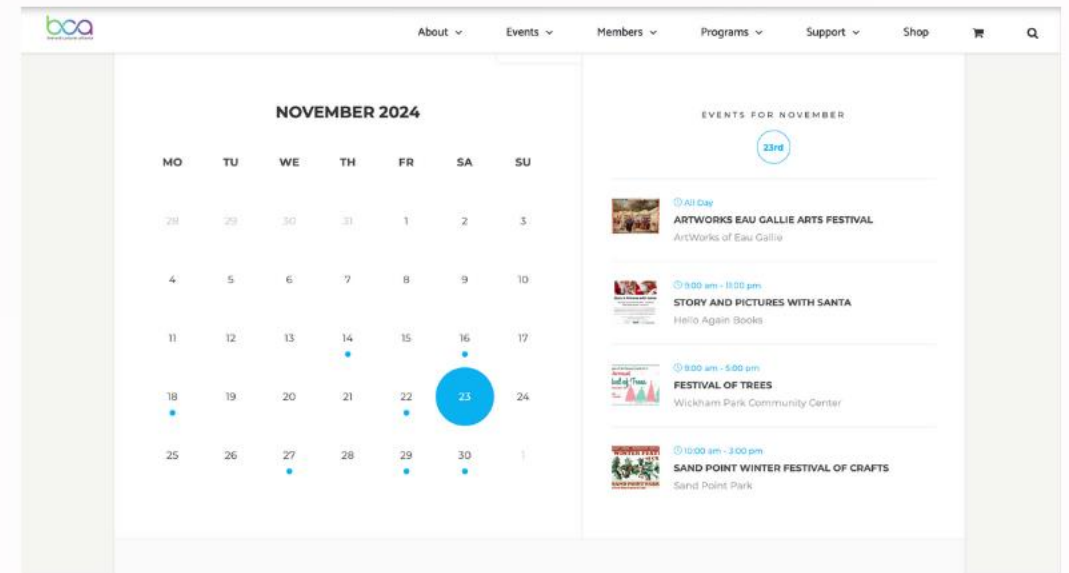
Saturn Elementary School
Teacher: Ms. Harris
BCA Teaching Artist: Ms. Mary Moon



**CONNECTING
THE DOTS**

CONNECTING THE DOTS

- Promoting cultural events through social media, online event calendar, word of mouth, etc.
- Directories of artists, venues, events, and service providers.
- Connecting artists, businesses, government, and members of the public.
- Seeking and developing new services and benefits for members - co-working space, video/photography/podcasting studios, and more
- 2024-25 Goal: Reorganize membership program, diversify benefits.



Screenshot of BCA web calendar

The background is a vibrant teal color. It features a pattern of palm fronds, with some fronds appearing as dark silhouettes against the teal and others as lighter, semi-transparent shapes. A bright sunburst or lens flare effect is centered in the upper left quadrant, radiating light across the scene. The overall aesthetic is modern and tropical.

**ENGAGING
FORWARD**

ENGAGING FORWARD

- Robust representation on BCA board.
- Speaking engagements on art and culture.
- Service on Brevard County organization boards.
 - Economic Development Commission Reporting Board
 - Space Coast Science Center Executive Committee
- True Colors on the Space Coast podcast.
 - 32 episodes, 12,800 views
- MuseNews weekly newsletter.
- Online events website calendar.
- Counsel and access to information on grants.
- Tabling for public awareness, connection.
- Palm Bay Recreation's Multicultural Festival fine artists area.
- Satellite Beach FDOT utility box wrap project.


2024-25 Goals:

- Deliver at least 10 speaking engagements on cultural arts
- Serve on one additional board
- Produce at least 10 episodes of True Colors on the Space Coast
- Provide four workshops or info sessions on grants for cultural organizations and artists
- Table at four public or tourism events
- Work with BOCC to assist in facilitating an art and culture project for each district



**THANK
YOU**

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