

**Brevard Cultural Alliance**  
**Proposal to Tourist Development Council**  
**FY 2024-25**

As the designated Local Arts Agency for our region, Brevard Cultural Alliance ensures the current and ongoing growth of art and culture through our mission to build and sustain a vibrant and dynamic arts and cultural sector integral to Brevard County's quality of life.

Art is an essential element to a thriving community. With the arts generating over \$123 million annually and employing more than 1,500 individuals, BCA works to fuel our arts-powered economy. Recognizing the influence of the arts on our lives and collective health, we support the wellbeing of our artists and audiences; develop our arts ecosystem; and advance arts education, forming the next generations of innovators and creatives.

**For the 2024-25 fiscal year, Brevard Cultural Alliance will provide the following programs benefitting Brevard County:**

**Dynamic Place-making**

BCA's Art in Public Places (APP) program curates rotating exhibitions of artwork by local artists for display in public buildings across the county, such as the Viera Government Complex, City Halls, and Melbourne International Airport. Artworks may be purchased directly off the walls through BCA. APP benefits host locations by beautifying the workplace, artists by exposure to the public leading to artwork sales, and the public through direct interaction with local art.

- APP retains more than 900 pieces of art and is currently featured at 25 locations with more than 600,000 individuals – both locals and tourists – engaging with artwork annually.
  - 14 local businesses including professional firms, hotels, and restaurants.
  - 11 government locations; eight with services provided in-kind by BCA.
- 2024-25 Goals: BCA will work to add three new locations to APP.

**Inspiring Next Generations**

Through our committed and long-standing partnerships with Brevard Public Schools (BPS), Brevard Schools Foundation (BSF) and community organizations, BCA's education programming not only enhances participants' artistic skills, learning engagement, and academic achievement but also teaches transferable 21st century skills, focusing on strengthening creativity and innovation. The Next Generation Artist Residencies program and Arts Clubs fuel the pipeline of creative workforce talent, helping to create a region that appeals to visitors and attracts investment across the spectrum.

- More than 2,000 students are directly impacted by BCA education programs annually.
- BCA supports six arts clubs with representation in more than one-third of BPS middle schools.
- 2024-25 Goals: Raise at least \$25,000 to support educational programming.

**Connecting the Dots**

BCA champions artists and cultural organizations, furthering high-quality artistic experiences and opportunities in our region by:

- Promoting cultural and special events such as visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, festivals, and other related activities.

- Providing accessible directories featuring artists, venues, events, and organizations.
- Creating connections between artists, businesses, government, and members of the public to build a stronger sense of community and lead to new and innovative initiatives.
- Seeking services and benefits for members, including co-working and meeting space, collaborative events, video, photography, and podcasting studios, and more.
- 2024-25 Goals: Reorganize membership program and increase and diversify benefits of membership.

## Engaging Forward

BCA remains as an experienced advisor, dedicated partner, and resource provider for Brevard County and its municipalities for arts and culture. Plans and goals for 2024-2025 include:

- Continued robust representation of leaders from arts and cultural organizations on the BCA board.
- Delivering at least 10 speaking engagements on the topic of, or on supporting, cultural arts in Brevard County.
- Serving on at least three organizational boards or committees within Brevard County to increase interconnectedness and awareness between art and culture, business, and tourism, to include:
  - Economic Development Commission Reporting Board
  - Executive Committee for the Space Coast Science Center
  - 2024-2025 Goal: One additional seat.
- Producing at least 10 episodes of our podcast, True Colors on the Space Coast, with the goal to shine a spotlight on emerging local artists belonging to minority communities. True Colors has produced four seasons with 32 total episodes and more than 12,800 views on Facebook and YouTube.
- Continued production and distribution of our weekly newsletter, MuseNews.
- Continued maintenance and publication of local cultural events website event calendar.
- Providing ongoing counsel and access, and at least four workshops or information sessions to educate and encourage Brevard County cultural organizations to apply for state, federal, and foundation-based grants.
- Tabling at four public or tourism events to promote artists and member organizations.
- Assisting Palm Bay's Recreation Department in adding fine artists to their Multicultural Festival.
- Sourcing local art for a Satellite Beach project to add vinyl wraps to FDOT utility boxes.
- 2024-25 Goal: Work with County Commissioners to assist in facilitating an art and culture project for each district with the Commissioner's guidance.

To make these programs, initiatives, and partnerships possible, BCA is requesting \$202,000 for the 2024-2025 fiscal year. In addition to our own revenue streams, support from community organizations, and individual citizens, investment from Brevard County and the Tourism Development Council will enable us to achieve these goals and more.

The arts enlighten our lives with beauty, emotion, and understanding; they cultivate a sense of identity and belonging, foster creativity and innovation, and promote social interaction – all necessary to a vibrant region attracting investment from visitors, residents, and industry.

With Brevard Cultural Alliance as a beacon, we can ensure continued arts and cultural vibrancy in Brevard County. Together, we shine brighter.