

## SUSTAINABILITY BOARD OFFERS SOLAR SERVICES

The Satellite Beach Sustainability Board is offering Satellite Beach businesses and residents a free help to investigate the financial and environmental benefits of converting to solar power. You may be surprised to find that Solar Power can be one of your best investments. Converting to solar power allows you to lock in your electricity rates, save money on your electric bill today, and can save you thousands of dollars over the long term. For most people, the decision to convert your home or business to solar power is two-fold, financial and environmental.

The Satellite Beach Sustainability Board is ready and willing to answer any questions you have about solar power and help you determine if going solar is right for you. Contact us by calling or texting (919) 218-4039 or emailing [stevegillem@gmail.com](mailto:stevegillem@gmail.com).



The following is an example of a Satellite Beach homeowner who installed a solar power system and the financial benefits it brought. In 2016, a resident installed a 7,500 Watt 30-panel photovoltaic array with two inverters on his Pineapple Street house paying \$21,400 from loan programs requiring no money down. The homeowner was able to take advantage of the Federal Solar Tax Credit of 30% which brought the cost of the system to \$14,980. After the solar system was installed, the electric bill went from an average of \$150 a month to just a \$9 monthly accounting fee to FP&L to remain on the grid. The savings over time, which comes in part from electricity channeled back into the grid, will pay off the loan over a period of about six years. Another huge financial benefit of the solar system is that it increased the value of the home by \$25,000.

If you would prefer to do your own research on whether solar is a good fit your home, the following list will get you successfully started.

1. Have a solar analysis performed, either by a qualified solar analyst or by using an online tool such as the Energy Sage Marketplace ([www.energysage.com](http://www.energysage.com)). This will give an idea of how much energy your household typically uses, which affects the system size needed, and if it is constrained by factors such as roof size and shading.
2. If solar is a viable option, obtain at least two quotes to determine how much a solar system will cost.
3. Meet with your accountant to discuss if solar is a good investment.

## SATELLITE BEACH PAL EVENTS

Satellite Beach Police Athletic League (PAL) is teaming with other PAL groups in our region for the annual "Operation Ziplock." Personal hygiene bags are created to be handed out to homeless shelters in our local communities. We are currently collecting sample sizes of items to be distributed. If you would like to donate to this worthy cause, there is a drop box in the Rec Department Lobby. The event will be held on November 23<sup>rd</sup>. And mark your calendars for the Annual Mini BUNKO fundraiser on January 25, 2020.

### November

- 2<sup>nd</sup> & 16<sup>th</sup> Teeny Bopper Nights
- 3<sup>rd</sup> Basketball Skill assessments and deadline for registration to avoid a late fee.
- 15<sup>th</sup> Food Truck Friday

### December

- 6<sup>th</sup> & 7<sup>th</sup> Winter Basketball Begins
- 7<sup>th</sup> and 21<sup>st</sup> Teeny Bopper Nights
- 20<sup>th</sup> Food Truck Friday
- 27<sup>th</sup> & 28<sup>th</sup> No basketball – enjoy the holidays! **1122**



## SATELLITE BEACH POLICE DEPARTMENT CITIZENS POLICE ACADEMY

The Satellite Beach Police Department is hosting a Citizens Police Academy with a tentative start date of Tuesday, February 18th, 2020. The 12-week academy is every Tuesday from 6:00 p.m. to 8:30 p.m. at the David R. Schechter Community Center. This program is designed to give Satellite Beach citizens and business owners an inside look and working knowledge of the Satellite Beach Police Department. With varied activities and class interaction; the instruction is comprehensive and each week presents different topics covering agency operations and a variety of community safety and awareness issues.

Participants can expect a "hands-on" experience where attendees will be afforded the chance to use some of the equipment utilized by our Department. It includes detailed information on such topics as uniformed patrol, criminal investigations, firearms, dispatch, jail tour, mock crime scene, simulated shoot-don't shoot scenarios and many other interesting topics.

Also available is an elective 2-hour ride-a-long with an officer during an actual patrol shift. You will enjoy a very unique opportunity to walk alongside the officers that protect our community every day. Space is limited so we encourage interested parties to enroll as soon as possible to ensure a seat. There is no physical fitness requirement to attend. For information and/or to receive an application contact Commander Bert Berrios at 321-773-4400 or email [bberrios@satellitebeach.org](mailto:bberrios@satellitebeach.org). We hope to make your experience informative and fun.

### Eligibility Requirements:

- Minimum of 18-years-old
- Complete an application
- Submit to a background check
- Commit to attendance
- Reside in the City of Satellite Beach (or own a business within the City)

## FROM THE LIONS CLUB

The holiday season has begun! If you are searching for a Christmas gift for someone who is hard to buy for, the Satellite Beach Lions Club might have the answer. We are preparing for our yearly Christmas Food Baskets program where we provide Christmas dinner (and usually a little more) to local families in need. For a donation of \$30, we will deliver a Christmas dinner to a family in need in honor of anyone you designate. The designee will receive a letter explaining the gift and its significance. Last year, we were able to provide 100 Christmas dinners. The food is distributed the Saturday before Christmas. For more information, call Lion Frank Armitage at 321-773-3264.



Thank you to all who participated in October's Pancake Breakfast. We had record attendance and raised nearly \$2000! Thank you to everyone who attended and to all who shared our Facebook posts and flyers. The event was a community effort and we are so thankful for the support of Satellite Beach.

The Satellite Beach Lions Club is also pleased to announce that, through the success of community fundraisers, we were able to donate \$1000 to Brevard Association for the Advancement of the Blind (BAAB) in September. BAAB is a local non-profit that serves the visually impaired by offering classes for independent living to those with low vision, or who are blind or legally blind. Pictured is the check presentation from the Lions Club to the BAAB.





The 55+ Club welcomes all seniors 55 and up and is **NOT** limited to Satellite Beach residents. Annual dues are \$10.00 and a bi-monthly newsletter is either postal mailed or emailed to members. Currently the club offers several activities such as: Bingo, Bunco, various cards and games,

Mahjongg, Line Dancing, Indoor Walking, Fishing, Book Club, Lunch Bunch, Chess, Gardening, Couponing, Day and Extended Travel, Lunch Bunch, Social/Seasonal Parties and Educational Seminars. For more information, contact Joyce Scafidi, President, at 321-961-6408, [roysjoyce@aol.com](mailto:roysjoyce@aol.com) or visit [www.55plusclubofsb.com](http://www.55plusclubofsb.com).

The 55+ Club encourages seniors to stay active by participating in any or all of the activities offered. On Sept. 19<sup>th</sup> club members and friends enjoyed a trip to Capone's Dinner Theatre in Orlando. Shown here are "flappers" Mary Ann, Terry and Peggy. Day Travel is just one of the many activities you can be a part of!



## THE AQUARIUM PROJECT IS UNDERWAY!

Imagine having an immersive aquarium experience on the Banana River full of educational, family fun and the ability to learn about native marine species. That's what the Brevard Zoo Aquarium Project is all about. With a proven track record as a community and conservation partner, Brevard Zoo is bringing together business leaders, educators, scientists and citizens to build an aquarium that would also be home to initiatives that address critical environmental concerns. Spread the word, like our Facebook page, sign up for our e-newsletter, and find out how you can help! Visit [www.theaquariumproject.org/for deta](http://www.theaquariumproject.org/for deta) for more information.

## A WORD FROM OUR LOCAL PARTNERS MELBOURNE CITY BALLET THEATRE

Melbourne City Ballet Theatre (MCBT) is driven to make a difference and bring the Dance Arts to a new level for Brevard County. We are a 501c3 not for profit and strive to achieve the goals of our Mission- Outreach, Education and World Class Entertainment. In our first year we produced The Sleeping Beauty at the King Center for the Performing Arts to a near sold out crowd with over 70 local dancers a live symphony orchestra including the Satellite Instrumental program and 55 professional world class dancers from the National Ballet Theatre of Odessa. The ballet and the music were simply a triumph of dedication, passion and artistry. This year MCBT has its sights set on bringing Swan Lake to Brevard County at the King Center on Dec 28, and 29 for the first time ever! We will have the Satellite Instrumental live symphony, made largely of students from our community, over 90 local dancers, and The National Ballet Theatre of Odessa with their grand staging. We look forward to bringing Brevard the very best in dance and becoming the premiere ballet company offering year-round dance and entertainment. We know we have all the right stuff to put Brevard County on the National Map and are excited to bring our vision to reality. Please come and support the company through seeing our performances or joining us in our fundraising efforts. Enriching the arts for Brevard makes us stronger as a community. Please visit our website at [www.melbournecityballettheatre.com](http://www.melbournecityballettheatre.com)



## ABOUT THE LIBRARY

### ADULTS

**Tuesdays, 3:00pm**-Chair Yoga with Pyper, bring a towel, wear comfortable clothing, \$5 fee per class.

**Tuesdays, 4:30pm**-Gentle Yoga with Nancy, bring a mat/towel, wear comfortable clothing, \$5 fee per class.

**Friday and Saturday, November 1 & 2**-\$3.00 a Bag Book Sale. Friday from 12-3 and Saturday from 9-3, bags are provided.

**Friday, November 8 & 22, 9:00am**-Beachside Strummers Ukulele Club, drop in to listen or join in.

**Tuesday, November 12, 6:00pm**-Library Board meeting.

**Monday, November 18, 2:00pm**-Friends Board meeting.

**Monday, November 25, 1:00pm**-Barbara's Book Chat.

### CHILDREN and TEENS

**Tuesdays, 6:00pm**-Teen Tuesdays, social table top gaming and tech challenges for ages 12-17.

**Wednesdays, 3:30pm**-Junior Builders Club, building challenges feature LEGO toys for ages 5 and up.

**Wednesdays, 10:30am**-Toddler Story Time with Mother Goose on the Loose for ages 15 months to 3rd birthday. No meeting on 11/27.

**Thursdays, 11:00am & 3:30pm**-Story Time with Alphabet Adventures for ages 3 and up. No meetings on 11/28.

**Monday, November 4, 3:00pm**-Maker Monday, Candy Science & Engineering for ages 8-12. Sign up required.

**Tuesday, November 5, 6:00pm**-Teen Tuesday, celebrate International Gaming Week for ages 12-17.

**Saturday, November 16, 1:00pm**-Read to a Dog with the Space Coast Therapy Dogs for independent readers ages 5 and up. Sign-up required.

**Friday, November 22, 3:00pm**-Coder Dojo: Scratch Coding Club for Kids for ages 8-12. Sign-up required. Limited to 8 participants.



## FROM THE SATELLITE BEACH WOMAN'S CLUB

The General Federation Satellite Beach Woman's Club will sell BUNCO tickets at Founders' Day. The theme for the event is "A Walk on the Moon," and will be held on Saturday, November 2 from 9 am-3 pm at the David R. Schechter Community Center at 1089 South Patrick Drive.

The Operation Smile Bunco fundraiser to be held on Monday, April 20, 2020. Tickets are \$25.00. Food and prizes will be offered. All proceeds will go to Operation Smile, which is an international medical charity that has provided hundreds of thousands of free surgeries for children and young adults in developing countries who are born with cleft lip, cleft palate or other dental and facial conditions. Please join us for a fun time at both events. Thank you to all for your continued support of our charitable work. Hoping everyone has a blessed Thanksgiving and Christmas and/ or Hanukkah.



SATELLITE BEACH CITY HALL  
565 CASSIA BOULEVARD  
SATELLITE BEACH, FL 32937  
WWW.SATELLITEBEACH.ORG

PRST STD  
U.S. POSTAGE PAID  
MELBOURNE, FL  
PERMIT NO. 724



## RECREATION NEWS

**Satellite Beach Bike Collective**-Meets the first Saturday monthly from 10am-1pm at the DRS Community Center. Learn basic bike repair, tools and volunteer advice provided. Contact [SattyBBC@gmail.com](mailto:SattyBBC@gmail.com) for more info. Also join Sustainability Board Members for the monthly bike rides too! Starting at the David R. Schechter Center at 7 pm on Friday, November 15th and Friday, December 20th!

**Nov 11 Skate Dayz**-This 1 day skate program is for ages 6-12yrs. Experienced skate staff will go over the basics. Advanced skating will be covered depending on experience. Held at the SB Skate Park from 9am-12pm, cost is \$20. Space is limited and you must pre-register to secure your spot.

**Dec 26-28 Skate Camp Dayz**-This 3 day version of Skate Dayz. Camp will be held 9am-12pm for ages 6-12yrs. Cost is \$60 and registration is required.

**Dec 21 Volley While You Shop**-Get ready for the holidays while your child spends the day playing volleyball, crafts and games. Cost is \$55 and program is held at the DRS Gym from 9am-5pm for ages 5-14yrs. Register online or at the Rec office.

**November 16 Hooked Kids on Gardening**-Youth ages 6-16yrs may join in on a fun at the Satellite Beach Community Garden from 10am-noon. Learn basic gardening and take home a starter home garden! Pre-registration is online at [playsatellitebeach.org](http://playsatellitebeach.org) for \$5 or stop into the Rec Office. The Community Garden is located at the Desoto Sports Complex, 499 Desoto Pkwy.

**December 10 Phone Call from Santa's Elves**

The Satellite High School Jr. ROTC will provide calls from Santa's Workshop. Call the SB Rec office at (321) 773-6458 to arrange for a child to receive a call from an elf. Print forms online at:

[satellitebeach.org/departments/recreation/department/forms.php](http://satellitebeach.org/departments/recreation/department/forms.php). Forms may be mailed/

dropped off at the Satellite Beach Recreation Dept, 1089 S. Patrick Drive, Satellite Beach, FL 32937 until Dec. 9 at 5pm. Santa's elves will call only on Tues, Dec. 10 from 5-8pm EST to any child in the U.S.

**December 7 Ocean Reef Beach Festival**-Celebrate the ocean life with conservation, activities, and hands on learning! Over 90 exhibits and vendors, food trucks, local ocean artists and live music! Join us at Pelican Beach Park from 10am-5pm! Parking is limited-bike riding is highly encouraged!

**December 21 Jingle Bell Run 2 Miler**-This annual holiday race benefits Satellite High School Running Programs. Lots of fun for everyone beginning at the Satellite Beach Library. Registration online at: [runningzone.com/series/jinglebell2miler/](http://runningzone.com/series/jinglebell2miler/).

**December 21 Holiday Boat Parade**-The Banana River Power Squadron sponsors the Holiday Boat Parade. Participants should assemble that evening at the north end of Satellite Beach Grand Canal and travel south beginning at 6pm. For more information: [brsps.org/](http://brsps.org/).

**The Holidays are a time for Sharing!** There are several opportunities around the City to share with others less fortunate. Satellite Cares, TRIAD Senior Santa and the 55+ Club Food Drive are just a few. Contact the Rec Dept, (321) 773-6458 for details! **1126**

Patrick Phillips  
50 Berkeley St Apt E170  
Satellite Beach, FL 32937

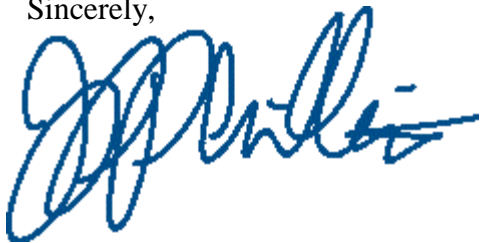
June 1<sup>st</sup>, 2020

Dear State of Florida Division of Cultural Affairs,

I am writing this letter as maestro for the Satellite Symphony Orchestra and the Satellite Instrumental Music Program. We have worked with MCBT collaboratively since the formation of the company. Our collaborations have brought artistic excellence to thousands of audience members here in Brevard County. We are proud of our joint accomplishments and feel strongly that the unique experience we provide for our dance and music students alike is exceptional.

Please accept this letter of support for Melbourne City Ballet Theatre

Sincerely,

A handwritten signature in blue ink, appearing to read 'P. Phillips', with a stylized flourish at the end.

Patrick Phillips  
Director of Instrumental Music  
Satellite High School

## Profiles: melbourne city ballet theatre

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**Organization Name**

melbourne city ballet theatre

**Name**

Ekaaterina Vaganova Yachmennikova

**Email**

eka.vaganova@gmail.com

**Phone**

3214250111

**Address Line 1**

1600 sarno road

**Address Line 2****City**

Melbourne

**State**

Florida

**Zip Code**

32935

**User Login**

drsusanpinsky@gmail.com

## Profile

Melbourne Main Street

## SPACE COAST OFFICE OF TOURISM

### Guidelines

### FISCAL YEAR 2021 - 2022

### Cultural Support Grant Program

#### 1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### 2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

Aug 24, 2021: Cultural Committee meeting, Ranking & Recommendations

Aug 25, 2021: Tourist Development Council meeting, funding recommendations & approval

Sept 14, 2021: Brevard County Board of County Commissioners Approval

Sept 15, 2021: Notification of funding awarded & execute contracts.

Oct 1, 2021: FY 2021-2022 Grant period begins

Sept 30, 2022: FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting

"season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

#### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests. This measurement shall be submitted by applicants and confirmed by TDO staff.**



To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for minimum of two (2) years. (Date on IRS 501-c3)

#### **4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS**

Funds may be available for the fiscal year 2021-2022 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

##### **Tier System**

**Number of Out-of-County attendees: 1,000 - 2,500 Max. Funding Amount: \$2,500**

**Number of Out-of-County attendees: 2,501 - 5,000 Max. Funding Amount: \$5,000**

**Number of Out-of-County attendees: 5,001+ Max. Funding Amount: \$10,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

#### **\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.**

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may *\*not* be used for grant applications or routine maintenance.

##### **Allowable and Non-Allowable:**

###### **Allowable Costs**

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

###### **Non-Allowable Costs:**

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;

- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

## **6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.

## **8.0 EVALUATION CRITERIA**

**Tourism Development Council FY 2021-2022 Cultural Support Grant Program – Evaluation Rubric Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

### **Section 1 – Applicant Information (TDO staff will complete this section)**

Project Title:  
Project Number:  
Project Applicant:  
Total Project Cost:  
Requested Funding from TDC:

### **Evaluation Criteria: Points Available**

**Section 2 – Cultural Event/Activities Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination: up to 20 points**

Reviewer: Use the following scoring rubric as a guide  
Poorly presented: 0 - 4 points  
Adequate: 5 - 8 points  
Good: 9 - 12 points  
Very Good: 13 - 16 points  
Excellent: 17 - 20 points

**Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 3 points  
Adequate: 4 - 6 points  
Good: 7 - 9 points  
Very Good: 10 - 12 points  
Excellent: 13 - 15 points

**Section 3 - Tourism Impact Proposal describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Proposal clearly describes the methodology used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities: up to 10 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points  
Adequate: 3 - 4 points  
Good: 5 - 6 points  
Very Good: 7 - 8 points  
Excellent: 9 - 10 points

**Section 4 - Marketing Proposal clearly describes the marketing efforts to attract out-of-county visitors to the event/activities: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Section 5 - Overnight Stays/Spending The application includes projected overnight stays and spending by out-of-county visitors: up to 5 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point  
Adequate: 2 points  
Good: 3 points  
Very Good: 4 points  
Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.

2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

## **10.0 REPORTING REQUIREMENTS**

### **Reporting**

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

## **11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING**

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

### **Event/Activities Completion and Reimbursement Requirements**

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).

## **12.0 ANTI-LOBBYING STATEMENT**

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

## **FY2021-2022**

### **CULTURAL SUPPORT GRANT APPLICATION**

**Application Deadline: Friday, June 25, 2021 by 5:00pm**

**Proposed Event(s)/Activities Name**

Downtown Melbourne Food & Wine Festival, Botanical Fest and Candlelight Shopping

**TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year**

217,697

**Organization Name**

Melbourne Main Street, Inc.

**Mailing Address:**

2004 Vernon Place

**City: State: Zip Code:**

Melbourne

**Federal Employer ID #:**

34-1977660

**Web Site:**

www.DowntownMelbourne.com

**Organization Telephone:**

321-724-1741



**Organization Email:**

info@DowntownMelbourne.com

**Primary Contact Person: First: Last:**

Kimberly Agee

**Primary Contact Person Phone (if different from Organization Phone):**

321-806-9144

**Primary Contact Person Email (if different from Organization Email):**

kim@DowntownMelbourne.com

**Alternate Contact Person: First: Last:**

Nikki Reed

**Alternate Contact Person Phone (if different from Organization Phone):****Alternate Contact Person Email (if different from Organization Email):**

info@downtownmelbourne.com

**Event(s)/Activities Summary (500 characters or less)**

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 support to accelerate our efforts in further shaping Downtown Melbourne as a destination for arts, culture, history & entertainment by target marketing key demographics.

**\*\*How will grant funds be used? Check all that apply\*\***

Staff/Personnel, Artistic Services, Materials/Supplies, Marketing

**Total number of attendees for FY2018-2019**

43,200

**Total number of out-of-county attendees for FY2018-2019**

10,800

**Total number of attendees for FY2017-2018**

44,000

**Total number of out-of-county attendees for FY2017-2018**

13,540

Please select the one category below for which funding is requested.

**Grant Category**

Festivals

## Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**

Melbourne Mainstreet 2021-2022 proposal-budget.xlsx

## Narrative Questions

**Please describe your proposed event(s)/activities for which you are seeking funding. Please address the following question: What does your event(s)/activities bring to Brevard County to promote the Space Coast as a cultural destination?** Please be concise and brief with 3,000 characters or less.

**Maximum 3,000 characters**

Melbourne Main Street focuses on hosting a variety of festivals to attract visitors to our historic district. For the 21-22 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. In 2019, we attracted over 54,000 people over four nights, attracting more than 10,000 out of town visitors during that period. 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 attracted over 5,500 people, with 23% of them from outside the county. Attendees typically flood our Downtown area, visiting our shops and dining in our restaurants. The demographic for Botanical Fest is different that 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.

**Do the event(s)/activities possess any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. Please describe in detail.** Please be concise and brief with 3,000 characters or less.

**Maximum 3,000 characters**

Plans for the 2021 Food and Wine Festival in November will have at least three distinct cultural activities. Although the details have not yet been finalized, we can share that one will be directly related to art and a very influential artist, one will be musically focused and one will be an interactive artistic endeavor.

**Explain in detail, what is your methodology to capture numbers of out-of-county attendees at your event(s)/activities.**

**Maximum 1,000 characters**

Google Analytics from our website [www.DowntownMelbourne.com](http://www.DowntownMelbourne.com); Facebook Insights; AirSage Destination - cellular devices observed; Event Registration data; Post-Event Surveys; Press Coverage.

**Please describe your Detailed Marketing Plan uploaded below in Required Documents for FY 2021-2022 that will be used to attract out-of-county visitors to your event(s)/activities. If possible, please include a projected number of out-of-county overnight stays and spending of event attendees.**

*In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.*

**Maximum 3,000 characters**

High frequency visitation is contributed to the variety of offerings in Downtown Melbourne and satisfaction of the visitors. With all three events combined, we project 3% of all attendees will have overnight stays and the average person will spend \$112 per day.

## Required Documents to Upload

**IRS determination letter**

IRS Determination Ltrs.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Melbourne Main Street Detail by Entity Name.pdf

**Detailed Marketing Plan**

MMS events 2021 BCA grant.xlsx

## Support Materials

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls,xlsx, ppt, pptx, png, jpg,

gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

2021 Bot Fest---Horizontal-Ad--WEB.png

**Optional support material file**

20-CLS-Billboard---Santa.jpg

**Optional support material file**

CLS 2020 ad.png

**Optional support material file**

Food and Wine 2021 everything brevard.png

**Optional support material file**

**Optional support material file**

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

Over the past year and a half, Melbourne Main Street has gone through an organizational transformation to ensure our efforts are targeted, tracked and recorded to a higher degree. We now have an extremely vibrant and engaged Board of Directors who are committed to working with our professional staff to effectively marketing Downtown Melbourne as a destination for visitors of all ages. We will soon be unveiling our new, comprehensive website which will be more user-friendly, robust, and interactive. The site will be extremely focused on attracting visitors to Downtown Melbourne and the Space Coast and will have backend capabilities to track visitors to the site and further target markets which pay dividends to our community.

**Statement of Responsibility**

**Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

**Name**

Kim Agee

**Title**

Executive Director

**Text**

## **Applications: File Attachments**

---

**Upload Proposal Budget**

Melbourne Mainstreet 2021-2022 proposal-budget.xlsx

**IRS determination letter**

IRS Determination Ltrs.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Melbourne Main Street Detail by Entity Name.pdf

**Detailed Marketing Plan**

MMS events 2021 BCA grant.xlsx

**Optional support material file**

2021 Bot Fest---Horizontal-Ad--WEB.png

**Optional support material file**

20-CLS-Billboard---Santa.jpg

**Optional support material file**

CLS 2020 ad.png

**Optional support material file**

Food and Wine 2021 everything brevard.png



<b>Organization Name: Melbourne Main Street, Inc</b>		
<b>PROPOSAL BUDGET: Next Fiscal Year Projections (10/1/2021 - 9/30/2022)</b>		
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ 187,000	\$ 2,000
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 3,000	\$ 3,000
Marketing/Communications (inc. printing & advertising)	\$ 41,000	\$ 9,000
Space Rental/Rent/Mortgage	\$ 10,700	\$ -
Insurance	\$ 4,500	\$ -
Equipment Purchase/Office Supplies	\$ 9,500	\$ -
Travel/Mileage	\$ 500	\$ -
Materials/Supplies for productions/exhibits/events	\$ 12,000	\$ -
Contract Services/Fees	\$ 140,000	\$ 1,000
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 279,000	\$ -
Subtotal Grant Funds		\$ 15,000
<b>Total Projected Expenses</b>	<b>\$ 687,200</b>	
<b>Projected Income:</b>		
Admissions	\$ 238,700	
Memberships/Tuition	\$ 15,000	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ -	
Corporate Contributions	\$ 134,350	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ 87,500	

Sheet1

Foundation Support	\$	-	
Other Income	\$	14,000	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	489,550	

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

MAY 21 2004

MELBOURNE MAIN STREET INC  
1908 MUNICIPAL LN  
MELBOURNE, FL 32902-0754

Employer Identification Number:  
34-1977660  
DLN:  
17053118051044  
Contact Person:  
ZENIA LUK ID# 31522  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Foundation Status Classification:  
509(a) (1)  
Advance Ruling Period Begins:  
October 31, 2003  
Advance Ruling Period Ends:  
December 31, 2007  
Addendum Applies:  
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make

Letter 1045 (DO/CG)

MELBOURNE MAIN STREET INC

a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we will no longer treat you as a publicly supported organization, grantors and contributors may not rely on this determination after the date we publish the notice. In addition, if you lose your status as a publicly supported organization, and a grantor or contributor was responsible for, or was aware of, the act or failure to act, that resulted in your loss of such status, that person may not rely on this determination from the date of the act or failure to act. Also, if a grantor or contributor learned that we had given notice that you would be removed from classification as a publicly supported organization, then that person may not rely on this determination as of the date he or she acquired such knowledge.

If you change your sources of support, your purposes, character, or method of operation, please let us know so we can consider the effect of the change on your exempt status and foundation status. If you amend your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, let us know all changes in your name or address.

As of January 1, 1984, you are liable for social security taxes under the Federal Insurance Contributions Act on amounts of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the private foundation excise taxes under Chapter 42 of the Internal Revenue Code. However, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Internal Revenue Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Donors may deduct contributions to you only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, gives guidelines regarding when taxpayers may deduct payments for admission to, or other participation in, fundraising activities for charity.

You are not required to file Form 990, Return of Organization Exempt From Income Tax, if your gross receipts each year are normally \$25,000 or less. If you receive a Form 990 package in the mail, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return. Because you will be treated as a public charity for return filing purposes during your entire advance ruling period, you should file Form 990 for each year in your advance ruling period.

Letter 1045 (DO/CG)



MELBOURNE MAIN STREET INC

that you exceed the \$25,000 filing threshold even if your sources of support do not satisfy the public support test specified in the heading of this letter.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete. So, please be sure your return is complete before you file it.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, we will assign a number to you and advise you of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we said in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help us resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

Letter 1045 (DO/CG)

MELBOURNE MAIN STREET INC

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



Lois G. Berner  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure(s):  
Form 872-C

Letter 1045 (DO/CG)

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 13 2008

MELBOURNE MAIN STREET INC  
PO BOX 754  
MELBOURNE, FL 32902-0754

Employer Identification Number:  
34-1977660

DLN:  
17053335739087

Contact Person:  
TRACY PRATER

ID# 31330

Contact Telephone Number:  
(877) 829-5500

Public Charity Status:  
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated May 2004, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)



**IRS** Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248206044  
Oct. 08, 2014 LTR 4168C 0  
34-1977660 000000 00  
00018470  
BODC: TE

MELBOURNE MAIN STREET INC  
% ROBERT W PINNICK  
1908 MUNICIPAL LN  
MELBOURNE FL 32901



012968

Employer Identification Number: 34-1977660  
Person to Contact: Ms. Smith  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Sep. 29, 2014, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in May 2004.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.





[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

[Previous On List](#)   [Next On List](#)   [Return to List](#)

No Events   No Name History

Detail by Entity Name

Florida Not For Profit Corporation  
MELBOURNE MAIN STREET, INC.

Filing Information

Document Number	N03000009650
FEI/EIN Number	34-1977660
Date Filed	10/31/2003
State	FL
Status	ACTIVE

Principal Address

2004 Vernon Place  
Melbourne, FL 32901

Changed: 02/20/2018

Mailing Address

P O BOX 754  
Melbourne, FL 32902

Changed: 01/20/2021

Registered Agent Name & Address

Agee, Kim  
2004 Vernon Place  
Melbourne, FL 32901

Name Changed: 01/20/2021

Address Changed: 04/25/2019

Officer/Director Detail

Name & Address

Title Director

Skurla, Marty  
P O BOX 754  
Melbourne, FL 32902

Title Secretary

Donoghue, Greg  
P O BOX 754  
Melbourne, FL 32902

Title Director

Arocena, Federico  
P O BOX 754  
Melbourne, FL 32902

Title Governance

Pickett, Andrew  
P O BOX 754  
Melbourne, FL 32902

Title Director

McGuire, Alexis  
P O BOX 754  
Melbourne, FL 32902

Title Board Chair

Runte, Corey  
P O BOX 754  
Melbourne, FL 32902

Title Director

Eckert, Alfie  
P O BOX 754  
Melbourne, FL 32902

Title Director

Boyd, Jessie

P O BOX 754  
Melbourne, FL 32902

Title Director

Houston, Sara  
P O BOX 754  
Melbourne, FL 32902

Title Director

Cable, David  
P O BOX 754  
Melbourne, FL 32902

Title Treasurer

Locke, Terry  
P O BOX 754  
Melbourne, FL 32902

Title Chair Elect

Luer, Bert  
P O BOX 754  
Melbourne, FL 32902

Title Director

Watts, Marti  
P O BOX 754  
Melbourne, FL 32902

Annual Reports

Report Year	Filed Date
2019	04/25/2019
2020	06/02/2020
2021	01/20/2021

Document Images

<a href="#">01/20/2021 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">06/02/2020 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/25/2019 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/20/2018 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">02/08/2017 -- ANNUAL REPORT</a>	View image in PDF format



<a href="#">03/28/2016 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/09/2015 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/23/2014 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/22/2013 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/05/2012 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">01/13/2011 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/02/2010 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/21/2009 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">07/23/2008 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">08/24/2007 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/28/2006 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">07/25/2005 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/13/2004 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">10/31/2003 -- Domestic Non-Profit</a>	View image in PDF format

[Previous On List](#)[Next On List](#)[Return to List](#)

No Events      No Name History

Melbourne Main Street (MMS) Marketing Plan 2021-22					
	<b>Downtown Melbourne Botanical Fest</b>	<b>Downtown Melbourne Food &amp; Wine Festival</b>	<b>Candlelight Shopping</b>		
Update MMS website with event date	X	X	X		
Create Facebook event on the MMS and the Downtown Melbourne pages	X	X	X		
Facebook Marketing: Location-based targeting, Demographic targeting and Interest-based targeting; Exclude Brevard County. Paid Ads	X	X	X		
Facebook Targeting to individuals who are traveling to Brevard County. Exclude Brevard County. Paid Ads	X	X	X		
Send Press Release to local media outlets	x	X	X		
Distribute Counter Cards to Downtown Melbourne businesses	X	X	X		
Sponsorship Packages created and sent to targeted businesses	X	X	X		
Distribute Posters to Downtown Melbourne businesses and other community sponsors	X	X	X		
Display billboards through Clear Channel media	X	X	X		
Send Constant Contact email to Downtown Merchants (270 recipients) to co-promote event	X	X	X		
Send Constant Contact email to entire database (8,000 recipients) to promote event	X	X	X		
Instagram promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions		
Facebook promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions	Weekly the two months prior to the event, the week of the event daily promotions		
LinkedIn announcement	X	X	X		
Instagram Marketing paid ads	X	X	X		
Magazine advertisement		Space Coast Living, Everything Brevard, Brevard Business News	Space Coast Living		
Targeted area for Advertising	Brevard County, Orlando to Daytona Beach I-4 corridor, Indian River County	Central Florida to include north to St. Augustine, south to Stuart and the Orlando district.	Brevard, Volusia, Indian River County.		
WFIT public radio advertisement	X				

Public Relations	X	X	X		
Melbourne Main Street is committed to showcasing the vibrant and bustling businesses to the communities in our targeted area. Through event promotion, diverse crowds are visiting Downtown Melbourne for a variety of events. Three of the signature events coordinated by Melbourne Main Street are the Botanical Fest, Food and Wine Festival and Candlelight Shopping. Each of these events draw a different demographic further expanding the visitors to Downtown Melbourne.					





MELBOURNE MAIN STREET PRESENTS

# Candlelight Shopping

2020



MELBOURNE  
EST. 2004  
MAIN STREET  
DOWNTOWN

Get in the holiday spirit by visiting Downtown Melbourne  
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November 28th 5-9pm  
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December 12th 5-9pm  
December 19th 10am-5pm

[DowntownMelbourne.com](http://DowntownMelbourne.com)



**SATURDAY**

**NOV  
13**

**5:30 PM - 9:30 PM**

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## Profiles: Melbourne Main Street

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**Organization Name**

Melbourne Main Street

**Name**

Kim Agee

**Email**

kim@downtownmelbourne.com

**Phone**

321-724-1741

**Address Line 1**

2004 Vernon Place

**Address Line 2****City**

Melbourne

**State**

Florida

**Zip Code**

32901

**User Login**

kim@downtownmelbourne.com

## Profile

Museum of Dinosaurs and Ancient Cultures

## SPACE COAST OFFICE OF TOURISM

### Guidelines

### FISCAL YEAR 2021 - 2022

### Cultural Support Grant Program

#### 1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### 2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

Aug 24, 2021: Cultural Committee meeting, Ranking & Recommendations

Aug 25, 2021: Tourist Development Council meeting, funding recommendations & approval

Sept 14, 2021: Brevard County Board of County Commissioners Approval

Sept 15, 2021: Notification of funding awarded & execute contracts.

Oct 1, 2021: FY 2021-2022 Grant period begins

Sept 30, 2022: FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting

"season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

#### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests. This measurement shall be submitted by applicants and confirmed by TDO staff.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for minimum of two (2) years. (Date on IRS 501-c3)

#### **4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS**

Funds may be available for the fiscal year 2021-2022 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

##### **Tier System**

**Number of Out-of-County attendees: 1,000 - 2,500 Max. Funding Amount: \$2,500**

**Number of Out-of-County attendees: 2,501 - 5,000 Max. Funding Amount: \$5,000**

**Number of Out-of-County attendees: 5,001+ Max. Funding Amount: \$10,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

#### **\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.**

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may *\*not* be used for grant applications or routine maintenance.

##### **Allowable and Non-Allowable:**

###### **Allowable Costs**

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

###### **Non-Allowable Costs:**

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;

- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

## 6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

## 7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.

## 8.0 EVALUATION CRITERIA

**Tourism Development Council FY 2021-2022 Cultural Support Grant Program – Evaluation Rubric Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

### Section 1 – Applicant Information (TDO staff will complete this section)

Project Title:

Project Number:

Project Applicant:

Total Project Cost:

Requested Funding from TDC:

### Evaluation Criteria: Points Available

**Section 2 – Cultural Event/Activities Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 4 points

Adequate: 5 - 8 points

Good: 9 - 12 points

Very Good: 13 - 16 points

Excellent: 17 - 20 points

**Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 3 points  
Adequate: 4 - 6 points  
Good: 7 - 9 points  
Very Good: 10 - 12 points  
Excellent: 13 - 15 points

**Section 3 - Tourism Impact Proposal describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Proposal clearly describes the methodology used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities: up to 10 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points  
Adequate: 3 - 4 points  
Good: 5 - 6 points  
Very Good: 7 - 8 points  
Excellent: 9 - 10 points

**Section 4 - Marketing Proposal clearly describes the marketing efforts to attract out-of-county visitors to the event/activities: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Section 5 - Overnight Stays/Spending The application includes projected overnight stays and spending by out-of-county visitors: up to 5 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point  
Adequate: 2 points  
Good: 3 points  
Very Good: 4 points  
Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.

2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

## **10.0 REPORTING REQUIREMENTS**

### **Reporting**

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

## **11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING**

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

### **Event/Activities Completion and Reimbursement Requirements**

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).

## **12.0 ANTI-LOBBYING STATEMENT**

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

## **FY2021-2022**

### **CULTURAL SUPPORT GRANT APPLICATION**

**Application Deadline: Friday, June 25, 2021 by 5:00pm**

**Proposed Event(s)/Activities Name**

Sharks: Ancient Rulers of the Sea

**TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year**

\$204,933

**Organization Name**

Museum of Dinosaurs and Ancient Cultures

**Mailing Address:**

250 W COCOA BEACH CSWY

**City: State: Zip Code:**

COCOA BEACH

**Federal Employer ID #:**

27-3564062

**Web Site:**

[www.MuseumofDinosaurs.org](http://www.MuseumofDinosaurs.org)

**Organization Telephone:**

321-783-7300

**Organization Email:**

DinosaurStoreandMuseum@gmail.com

**Primary Contact Person: First: Last:**

Donna Cayer

**Primary Contact Person Phone (if different from Organization Phone):**

321-960-1092

**Primary Contact Person Email (if different from Organization Email):****Alternate Contact Person: First: Last:**

Steve Cayer

**Alternate Contact Person Phone (if different from Organization Phone):**

321-543-9018

**Alternate Contact Person Email (if different from Organization Email):**

steve@museumofdinosaurs.org

**Event(s)/Activities Summary (500 characters or less)**

Sharks: Ancient Rulers of the Sea

Guests will come face 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.

**\*\*How will grant funds be used? Check all that apply\*\***

Marketing

**Total number of attendees for FY2018-2019**

17,290

**Total number of out-of-county attendees for FY2018-2019**

12,970

**Total number of attendees for FY2017-2018**

18,636

**Total number of out-of-county attendees for FY2017-2018**

11,182

Please select the one category below for which funding is requested.

**Grant Category**

Visual Arts

## Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**

22-wizehive-proposal-budget-2.xlsx

## Narrative Questions

**Please describe your proposed event(s)/activities for which you are seeking funding. Please address the following question: What does your event(s)/activities bring to Brevard County to promote the Space Coast as a cultural destination?** Please be concise and brief with 3,000 characters or less.



**Maximum 3,000 characters**

Who isn't captivated by the thought of sharks in our oceans?

Sharks: Ancient Rulers of the Sea will exhibit huge shark jaws, both modern and prehistoric. 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.

Both the Museum of Dinosaurs and Ancient Cultures and specifically, this SHARK display, boast very high quality exhibitions. Although not directly comparable in size, the quality of the content of our Museum is of the same as other large museums throughout the United States.

Seventy six percent of all U.S. leisure travelers participate in cultural or heritage activities such as visiting museums. These travelers spend 60% more on average than other leisure travelers. [Cultural an Heritage Traveler Report, Mandala Research, 2013].

Our 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. Our Museum may also be the impetus to stay an extra night in a local hotel (so we have found through personal guest surveys).

Florida Facts

**Do the event(s)/activities possess any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. Please describe in detail.** Please be concise and brief with 3,000 characters or less.

**Maximum 3,000 characters**

The Space Coast has dozens of miles of pristine beaches. The state of Florida has a total of 1,350 miles of coastline! In fact, no matter where you are in Florida, you are never more than 60 miles from the ocean. So many people live and visit our beaches of Florida, it is no wonder that sharks captivate the thoughts and minds of most beach goers. Every July, the Discovery Channel hosts Shark Week where adults and children alike are jazzed up about sharks! Publicity opportunities are at their highest potential during this time.

Florida residents, including Brevard County residents and school groups, will benefit from this unique display which is so pertinent to the average Floridian. Audiences of all ages and backgrounds can learn from and enjoy this SHARK exhibit and our Museum. Summer 2022 will be the SUMMER OF SHARKS!

**Explain in detail, what is your methodology to capture numbers of out-of-county attendees at your event(s)/activities.**

**Maximum 1,000 characters**

At time of admission purchase, a zip code of permanent residence is logged for the number of people in the group. Each day, these numbers are entered into a spreadsheet showing number of Brevard County attendees, other counties in Florida (outside of Brevard) attendees, and then all other zip codes. So we can capture Florida Staycation attendees as well. We have officially been using this system since November 2020. All Spreadsheets will be retained for inspection if required.

Prior to November 2020, and after opening in April 2017, we informally tracked the number of out of town visitors by personal surveys. This information was very useful, but not very scientific in nature.

**Please describe your Detailed Marketing Plan uploaded below in Required Documents for FY 2021-2022 that will be used to attract out-of-county visitors to your event(s)/activities. If possible, please include a projected number of out-of-county overnight stays and spending of event attendees.**

*In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.*

**Maximum 3,000 characters**

Marketing plans will target out of county residents and tourists in the Orlando, Tampa, and South Florida areas with a maximum 3 to 4 hour drive to Brevard County. Locals from these areas make up a significant amount of “staycation tourism.”

Digital marketing has been found to be the most efficient means of reaching our target audience. Deployment of digital marketing, such as content marketing and social media marketing, will be employed. Geofencing will be set up using search engine advertising, display advertising and remarketing.

This will be a 3 month campaign, running from June 1, 2022 through August 31, 2022. Social media marketing, including Facebook and Instagram platforms, will also be deployed for this 3 month period.

Measurement of the effectiveness of this campaign will employ:

1) Attendance numbers compared to last year:

Minimum 10% increase from previous year's attendance.

2) Guest surveys will gauge how many visitors attended from outside Brevard County through use of zip code collection at customer service areas.

It is expected that approximately 75% of visitors will reside out of county (data from current Zip Code tracker). It is forecasted that about 300 bednights per month will be generated for a total of 3600 bednights per year. This data also lends support for a significant amount of other economic output, such as spending in restaurants and shopping.

3) Digital metrics indicators using Google Analytics:

Minimum landing page conversion rate for content marketing is 2.0%.

**Required Documents to Upload**

**IRS determination letter**

501c3-MDAC IRS.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Museum of Dinosaurs Detail by Entity Name.pdf

**Detailed Marketing Plan**

MarketingPlan-2022-MuseumofDinosaurs.pdf

**Support Materials**

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

MuseumofDinosaursBrochure-sm.pdf

**Optional support material file**

SHARK JAWS - AUTHENTIC TEETH.jpg

**Optional support material file**

MegalodonvsGreatWhiteTooth.jpg

**Optional support material file**

**Optional support material file**

**Optional support material file**

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

#### **Additional Information**

Since the Museum opened April 2017, the attendance data provided for the years requested (2017-2018 and 2018-2019) does not clearly represent the current number of out of county guests. I have provided the most current, accurate attendance data using our Zip Code tracker below.

Attendance numbers using the Zip Code tracker for December 1, 2020 through May 31, 2021:

MONTH	TOTAL	BREVARD	OUT OF BREVARD	% TOURISTS
TOTAL DECEMBER 2020	1249 482	667	53%	
TOTAL JANUARY 2021	1389 556	833	60%	
TOTAL FEBRUARY 2021	1479 346	1131	76%	
TOTAL MARCH 2021	3278 804	2474	75%	
TOTAL APRIL 2021	3525 745	2780	79%	
TOTAL MAY 2021	1701 364	1337	79%	
SIX MONTHS TOTAL	12,621	3,297	9,324	74%
JUNE 2021 FORECAST	4,868	974	3,894	80%

#### **Statement of Responsibility**

##### **Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

##### **Name**

Donna Cayer

##### **Title**

Director

##### **Text**

321-960-1092

#### **Applications: File Attachments**

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##### **Upload Proposal Budget**

22-wizehive-proposal-budget-2.xlsx

##### **IRS determination letter**

501c3-MDAC IRS.pdf

##### **Florida Department of State, Division of Corporations Detail by Entity Name Report**

Museum of Dinosaurs Detail by Entity Name.pdf

##### **Detailed Marketing Plan**

MarketingPlan-2022-MuseumofDinosaurs.pdf

##### **Optional support material file**

MuseumofDinosaursBrochure-sm.pdf

##### **Optional support material file**

SHARK JAWS - AUTHENTIC TEETH.jpg

##### **Optional support material file**



<b>Organization Name:</b>	Museum of Dinosaurs and Ancient Cultures	
<b>PROPOSAL BUDGET: Next Fiscal Year Projections</b>		
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ 33,500	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 11,000	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 16,500	\$ 10,000
Space Rental/Rent/Mortgage	\$ 187,000	\$ -
Insurance	\$ 2,650	\$ -
Equipment Purchase/Office Supplies	\$ 2,500	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 9,500	\$ -
Contract Services/Fees	\$ -	\$ -
Collections/Acquisitions	\$ 6,000	\$ -
Other Operating Expenses	\$ 18,700	\$ -
Subtotal Grant Funds		\$ 10,000
<b>Total Projected Expenses</b>	\$ 287,350	
<b>Projected Income:</b>		
Admissions	\$ 310,000	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 2,000	
Corporate Contributions	\$ -	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ 8,000	

Sheet1

Foundation Support	\$	-	
Other Income	\$	-	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	320,000	

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAY 18 2011**

MUSEUM OF DINOSAURS AND ANCIENT  
CULTURES INC  
C/O PERRY DOUGLAS WEST ESQ  
PO BOX 427  
COCOA, FL 32923

Employer Identification Number:  
27-3564062  
DLN:  
200341144  
Contact Person:  
KAREN A BATEY ID# 31641  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
September 22, 2010  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

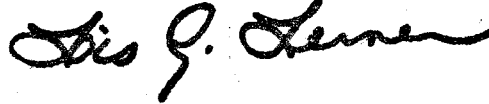
Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.



MUSEUM OF DINOSAURS AND ANCIENT

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script, reading "Lois G. Lerner".

Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

[Previous On List](#)   [Next On List](#)   [Return to List](#)

No Events   No Name History

Detail by Entity Name

Florida Not For Profit Corporation  
MUSEUM OF DINOSAURS AND ANCIENT CULTURES, INC.

Filing Information

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Principal Address

250 W. COCOA BEACH CSWY  
COCOA BEACH, FL 32931

Mailing Address

250 W. COCOA BEACH CSWY  
COCOA BEACH, FL 32931

Registered Agent Name & Address

CAYER, DONNA L  
250 W. COCOA BEACH CSWY  
COCOA BEACH, FL 32931

Officer/Director Detail

Name & Address

Title Chairman, Director

CAYER, STEVEN L  
250 W. COCOA BEACH CSWY.

COCOA BEACH, FL 32931

Title Secretary, Director

CAYER, DONNA L  
250 W. COCOA BEACH CSWY.  
COCOA BEACH, FL 32931

Title DIR

TURCOTTE, CAROL  
250 W. COCOA BEACH CSWY.  
COCOA BEACH, FL 32931

Title Director

Pruett, Kevin  
250 W. COCOA BEACH CSWY  
COCOA BEACH, FL 32931

Title DIR

HERNANDEZ, TONY, III  
503 N ORLANDO AVE  
STE 106  
COCOA BEACH, FL 32931

Annual Reports

Report Year	Filed Date
2019	04/13/2019
2020	05/23/2020
2021	04/21/2021

Document Images

<a href="#">04/21/2021 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">05/23/2020 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/13/2019 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/12/2018 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/28/2017 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/28/2016 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/28/2015 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/30/2014 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/27/2013 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/27/2012 -- ANNUAL REPORT</a>	View image in PDF format

[04/28/2011 -- ANNUAL REPORT](#)

[View image in PDF format](#)

[09/22/2010 -- Domestic Non-Profit](#)

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[Return to List](#)

No Events

No Name History

## MUSEUM OF DINOSAURS AND ANCIENT CULTURES

### MARKETING PLAN 2021-2022

Marketing plans will target out of county residents and tourists in the Orlando, Tampa, and South Florida areas with a maximum 3 to 4 hour drive to Brevard County. Locals from these areas make up a significant amount of “staycation tourism.”

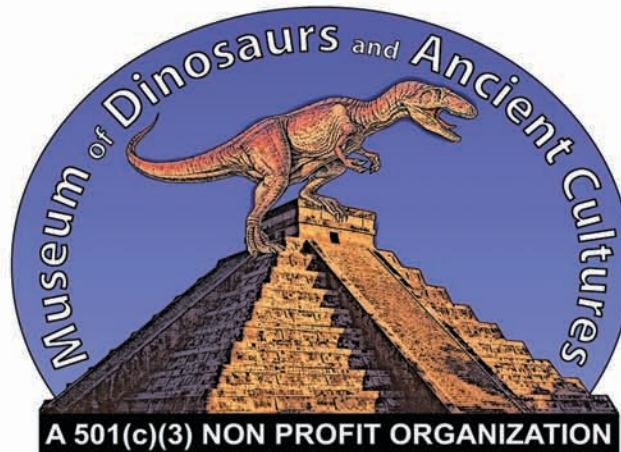
Digital marketing has been found to be the most efficient means of reaching our target audience. Deployment of digital marketing, such as content marketing and social media marketing, will be employed. Geofencing will be set up using search engine advertising, display advertising and remarketing.

This will be a 3 month campaign, running from June 1, 2022 through August 31, 2022. Social media marketing, including Facebook and Instagram platforms, will also be deployed for this 3 month period.

Detailed marketing expenditures for 3 months 2022 (Summer)

<b>Month</b>	<b>Type marketing</b>	<b>Month</b>	<b>Target Area</b>
June	Spectrum digital	\$1,500.	Tampa
June	Spectrum digital	\$1,500.	Orlando
June	Social Media	\$ 500	South Florida
July	Spectrum digital	\$1,500.	Tampa
July	Spectrum digital	\$1,500.	Orlando
July	Social Media	\$ 500	South Florida
August	Spectrum digital	\$1,500.	Tampa
August	Spectrum digital	\$1,500.	Orlando
August	Social Media	\$ 500	South Florida
<b>TOTAL</b>		<b>\$10,500.</b>	





## OUR MISSION

The Museum of Dinosaurs and Ancient Cultures is a community-based, non-profit organization that will expand the awareness and appreciation of prehistoric life and the magnificent accomplishments of the ancient peoples. Through the integration of exhibits, educational programs and collections, the Museum of Dinosaurs and Ancient Cultures will open windows into the lives of prehistoric creatures and past civilizations.

**OPEN 7 DAYS A WEEK  
EXCEPT FOR HOLIDAYS**

## HOURS

**Monday - Saturday 10-6**

**Sunday 12 - 5**

(last tickets of the day sold  
one hour before closing)

**250 W. SR 520  
Cocoa Beach, FL 32931  
321-783-7300  
MuseumofDinosaurs.org**

# MUSEUM of DINOSAURS and ANCIENT CULTURES



**ANCIENT EGYPTIAN EXHIBIT**

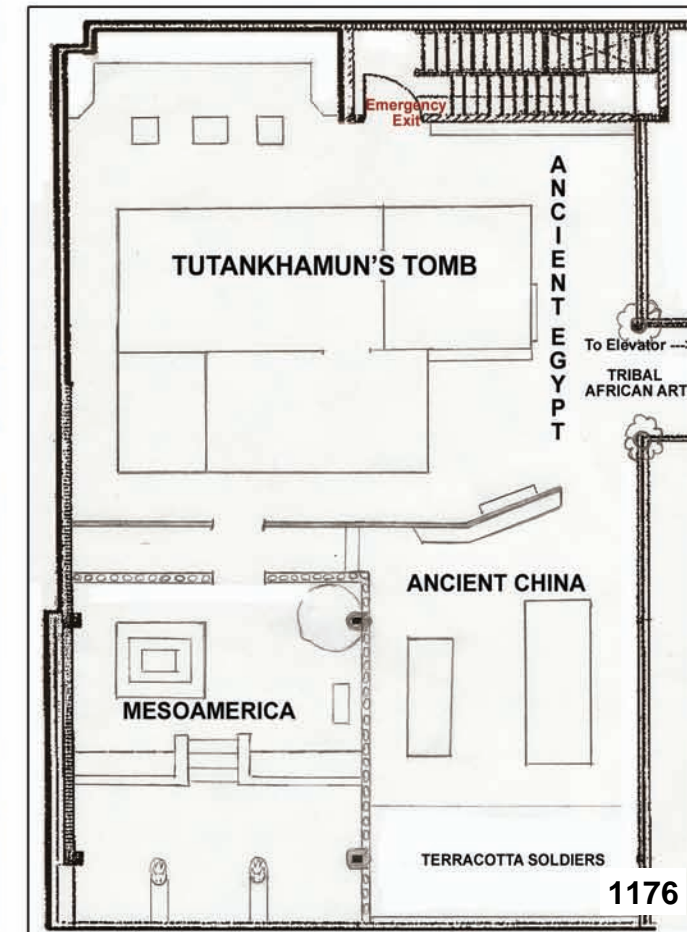
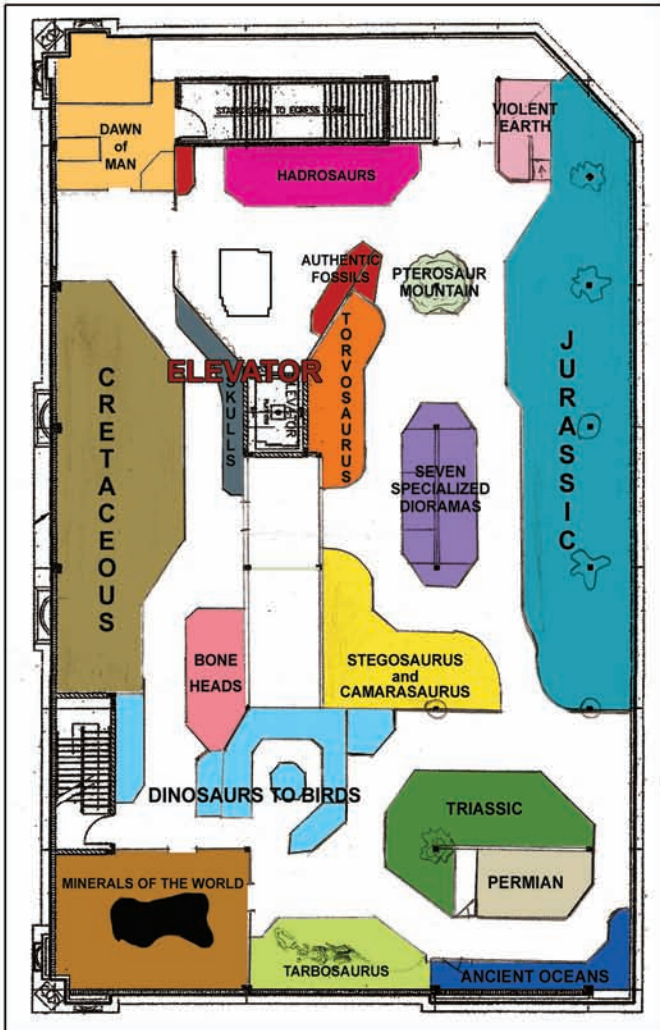




# DINOSAUR HALL Second Floor



# ANCIENT CULTURES Third Floor Mezzanine











## Profiles: Museum of Dinosaurs and Ancient Cultures

---

**Organization Name**

Museum of Dinosaurs and Ancient Cultures

**Name**

Donna Cayer

**Email**

donna@dinosaurstore.com

**Phone**

3217837300

**Address Line 1**

250 W COCOA BEACH CSWY

**Address Line 2****City**

COCOA BEACH

**State**

Florida

**Zip Code**

32931

**User Login**

donna@dinosaurstore.com

## Profile

Native Heritage Gathering, Inc.

## SPACE COAST OFFICE OF TOURISM

### Guidelines

### FISCAL YEAR 2021 - 2022

### Cultural Support Grant Program

#### 1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### 2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

Aug 24, 2021: Cultural Committee meeting, Ranking & Recommendations

Aug 25, 2021: Tourist Development Council meeting, funding recommendations & approval

Sept 14, 2021: Brevard County Board of County Commissioners Approval

Sept 15, 2021: Notification of funding awarded & execute contracts.

Oct 1, 2021: FY 2021-2022 Grant period begins

Sept 30, 2022: FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting

"season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

#### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests. This measurement shall be submitted by applicants and confirmed by TDO staff.**



To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for minimum of two (2) years. (Date on IRS 501-c3)

#### **4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS**

Funds may be available for the fiscal year 2021-2022 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

##### **Tier System**

**Number of Out-of-County attendees: 1,000 - 2,500 Max. Funding Amount: \$2,500**

**Number of Out-of-County attendees: 2,501 - 5,000 Max. Funding Amount: \$5,000**

**Number of Out-of-County attendees: 5,001+ Max. Funding Amount: \$10,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

#### **\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.**

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may *\*not* be used for grant applications or routine maintenance.

##### **Allowable and Non-Allowable:**

###### **Allowable Costs**

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

###### **Non-Allowable Costs:**

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;

- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

## 6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

## 7.0 TERMS AND CONDITIONS OF GRANT AWARDS

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.

## 8.0 EVALUATION CRITERIA

**Tourism Development Council FY 2021-2022 Cultural Support Grant Program - Evaluation Rubric Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

### Section 1 - Applicant Information (TDO staff will complete this section)

Project Title:  
Project Number:  
Project Applicant:  
Total Project Cost:  
Requested Funding from TDC:

### Evaluation Criteria: Points Available

**Section 2 - Cultural Event/Activities Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination: up to 20 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 4 points

Adequate: 5 - 8 points

Good: 9 - 12 points

Very Good: 13 - 16 points

Excellent: 17 - 20 points

**Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 3 points

Adequate: 4 - 6 points  
Good: 7 - 9 points  
Very Good: 10 - 12 points  
Excellent: 13 - 15 points

**Section 3 - Tourism Impact Proposal describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Proposal clearly describes the methodology used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities: up to 10 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points  
Adequate: 3 - 4 points  
Good: 5 - 6 points  
Very Good: 7 - 8 points  
Excellent: 9 - 10 points

**Section 4 - Marketing Proposal clearly describes the marketing efforts to attract out-of-county visitors to the event/activities: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Section 5 - Overnight Stays/Spending The application includes projected overnight stays and spending by out-of-county visitors: up to 5 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point  
Adequate: 2 points  
Good: 3 points  
Very Good: 4 points  
Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.
2. The Committee chairman will open the floor for approval of the ranking.

3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

## **10.0 REPORTING REQUIREMENTS**

### **Reporting**

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

## **11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING**

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

### **Event/Activities Completion and Reimbursement Requirements**

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).

## **12.0 ANTI-LOBBYING STATEMENT**

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

## **FY2021-2022**

### **CULTURAL SUPPORT GRANT APPLICATION**

**Application Deadline: Friday, June 25, 2021 by 5:00pm**

**Proposed Event(s)/Activities Name**

Native Rhythms Festival 2021

**TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year**

28,600

**Organization Name**

Native Heritage Gathering, Inc.

**Mailing Address:**

1280 Marshall Court

**City: State: Zip Code:**

Merritt Island FL 32953

**Federal Employer ID #:**

36-4508361

**Web Site:**

[www.nativerhythmsfestival.com](http://www.nativerhythmsfestival.com)

**Organization Telephone:**

321-452-1671

**Organization Email:**

Martha@nativerhythmsfestival.com

**Primary Contact Person: First: Last:**

Martha Pessaro

**Primary Contact Person Phone (if different from Organization Phone):**

321-505-2418

**Primary Contact Person Email (if different from Organization Email):****Alternate Contact Person: First: Last:**

John Ellis

**Alternate Contact Person Phone (if different from Organization Phone):**

321-917-0176

**Alternate Contact Person Email (if different from Organization Email):**

John@nativerhythmfestival.com

**Event(s)/Activities Summary (500 characters or less)**

The 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 under the beautiful Pine trees.

**\*\*How will grant funds be used? Check all that apply\*\***

Artistic Services, Materials/Supplies

**Total number of attendees for FY2018-2019**

13,000

**Total number of out-of-county attendees for FY2018-2019**

5,001

**Total number of attendees for FY2017-2018**

15,000

**Total number of out-of-county attendees for FY2017-2018**

5,001

Please select the one category below for which funding is requested.

**Grant Category**

Festivals

## Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**

22 wizehive proposal budgetNHGI.xlsx

## Narrative Questions

**Please describe your proposed event(s)/activities for which you are seeking funding. Please address the following question: What does your event(s)/activities bring to Brevard County to promote the Space Coast as a cultural destination? Please be concise and brief with 3,000 characters or less.**



**Maximum 3,000 characters**

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 under the beautiful Pine trees.

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.

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. 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.

**Do the event(s)/activities possess any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. Please describe in detail.** Please be concise and brief with 3,000 characters or less.

**Maximum 3,000 characters**

The appearance in our County of the prestigiously and highly awarded Native American Performers, Artists, Craftspeople, and Educators should be at the heart of every public announcement from all public sources. At least two World Hoop Dance Champions have appeared annually and great effort to involve all performers who have been either nominated or voted in for GRAMMY or NAMA (Native American Music Awards which are the equivalent of GRAMMY awards) awards are considered for the stage performances. We have many attendees who are fans of the award -winning performers who make it a point to get to Native Rhythms Festival and travel from many locations including overseas. Our out of County visitation consistently accounts for approximately one third of our attendance. The Workshop offerings also attract a large attendance, and the popularity of the educational programs is ever increasing with overflowing requests for seats. The Living History exhibits and programs are attended by school groups from Brevard, Indian River County, Osceola County, and Orange County. Jim Sawgrass will be presenting the East Meets West Experience throughout the weekend and families can enjoy hands on exhibits and demonstrations that create an immersive experience. This program draws crowds from across the Southeast meeting Elementary School curriculum standards for Southeastern History.

Many members of our Flute Circle communities attend and travel great distances as well as within Florida to attend Native Rhythms Festival. The World Flute Society has long been a supporter of the festival and we have a large group of musicians from many of the Flute Circles who attend to hear the performances and many who compete in the Paula Ellis Memorial Flute Players Contest.

The variety and diverse base of Artists and Craftspeople who form our vendor village provide items for sale and demonstration of many of the crafts. Averaging 50 vendors and a full food court we provide economic opportunity to all the participants and a chance for all attendees to savor great food such as the delicious FryBread tacos of Mrs. O's Grill on Wheels, while learning about the diverse work of the award-winning artists. A wide variety of nonprofit organizations are invited to table and display and spread the word about their good work for Florida and the Southeast.

For this weekend, Brevard County becomes the epicenter of cultural excellence in honoring and celebrating Native American Heritage, Music, Arts, Culture, and Living History in the beautiful outdoor setting of Melbourne's Wickham Park.

**Explain in detail, what is your methodology to capture numbers of out-of-county attendees at your event(s)/activities.**

**Maximum 1,000 characters**

The Native Rhythms Festival is a free event and tickets are not issued or collected with customer information. Our onsite surveys have derived information on a short form templated after forms used at the McDowell Art Colony in Peterborough, New Hampshire when conducting their Artists Events, McDowell Downtown. The survey provides demographic information including Zip Codes. A similar survey was conducted years ago by the Tourism Development Council on the grounds during the event. Currently, our volunteer team conducts the surveys with willing attendees as they are exiting the event or when they are visiting our Information Booth/Hospitality Center. We use a Pin your Hometown on the map for each day and participants like to do that especially if they are a family group or traveling from afar. Parking lot data can reveal out of state attendees, but is not helpful with out of County Floridians. Having this as the first year that we are trying to capture such data, we are working on an approach through Social Media encouraging people to fill out the surveys and indicate attendance by signing up to events. Our online registration for the Workshops provides excellent and qualified data as we ask for Zip Codes in that process.

**Please describe your Detailed Marketing Plan uploaded below in Required Documents for FY 2021-2022 that will be used to attract out-of-county visitors to your event(s)/activities. If possible, please include a projected number of out-of-county overnight stays and spending of event attendees.**

*In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.*

**Maximum 3,000 characters**

The Native Rhythms Festival Marketing plan involves a comprehensive approach to multimedia access resulting in the optimal outreach for all our targeted audiences, sponsors, and supporters. Our mission of providing a Family Friendly free of admissions event celebrating and honoring Native American Heritage Month sets our goal extremely high at reaching the broad spectrum of residents, visitors, supporters, artists, musicians, students, teachers, and most importantly, the people who have never attended the festival before. We work for everyone to know about and can attend and enjoy the festival. Our plan is outlined with a Project Management approach of assigning budget, schedule, and resources to the items.

The continuing presence of social media focused on our Website and Facebook provides worldwide access to all the planning and announcing of performers, artists, sponsors, and supporters and is available to anyone at any time free of charge. The power of social media is ever more important as the ability to converse with individuals and provide information is constant and acts much like a face-to-face encounter, which we utilize in outreach programs and other social gatherings, thus establishing personal connections. Face to Face connections are established with our Save the Date cards which are distributed for our committee and contracted performers to take to other events they are attending where personal connections can be made. The cards are a minimal expense that provides a reminder when taken home and placed on the refrigerator or bulletin board.

With our performers coming from all parts of the United States, we have a Face-to-Face reach in the west, the north, and here in the southeast. QR codes on the cards provide access to both Facebook and Website pages for dynamic updates and information. Word of mouth continues through our Flute Circle groups, the PowWow trail, and other nonprofit organizations event share benefits.

Paid advertising is focused on two distinctive publications that hit different and distinct demographics. We purchase advertising with Brevard Live, a locally owned and operated magazine focusing on the arts and middle to elder age readers. This targeted audience comprises the loyal supporters of music in Central Florida and is working to attract the younger crowd. Friends invite friends to attend Festivals and we find that our festival model works well with a strong musical marketing model. Our economic model also strives to leave the attendee at discretion for spending as they please. With no admission fee, people are more likely to travel and spend money with our vendors and community. Our second paid advertisement goes with the Brevard County School Board monthly magazine. A primary goal of the festival is the education of our attendees, especially our students. The expensive advertising available through the School Board Magazine goes home to all families and has proven beneficial over the years.

## Required Documents to Upload

**IRS determination letter**

NHGI 501C3.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Native Heritage Detail by Entity Name.pdf

**Detailed Marketing Plan**

MediaPlan2021Marketing.pdf

## Support Materials

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

**Optional support material file**

PhotosNRF2019.pdf

**Optional support material file**

v2\_NRF 2020 Engagement Ad.mp4

**Optional support material file**

Org\_StructureBIOS.pdf

**Optional support material file**

Gannt Chart NRF.pdf

**Optional support material file**

NRF-2021-Poster.pdf

**Optional support material file**

NRF2019 program 102819.pdf

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

**Additional Information**

We are proud to have the opportunity to provide Native Rhythms Festival here in Brevard County annually. The honoring and celebrating of Native American Heritage Month is vitally important to all of our citizens and visitors from around the World. Our small organization of all volunteer workforce continue to provide a weekend of enormous impact to the Space Coast while maintaining our mission of keeping the festival free for all to attend and assure universal access to all.

Our history and culture is that important to our community and all of the organizations striving to provide these opportunities to our populace deserve the support that our County government entities can provide. We as humans require the beauty of our art, the sounds of our music, the movement of our dance, and the telling of our stories. All people thrive and excel where Culture is valued, nourished, cherished, and supported.

**Statement of Responsibility**

**Certification and Submission**

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

**Name**

Martha Pessaro

**Title**

Treasurer, Event Chair

**Text**

321-505-2418

## Applications: File Attachments

---

**Upload Proposal Budget**

22 wizehive proposal budgetNHGI.xlsx

**IRS determination letter**

NHGI 501C3.pdf

**Florida Department of State, Division of Corporations Detail by Entity Name Report**

Native Heritage Detail by Entity Name.pdf

**Detailed Marketing Plan**

MediaPlan2021Marketing.pdf

**Optional support material file**

PhotosNRF2019.pdf

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**Optional support material file**

Gannt Chart NRF.pdf

**Optional support material file**

NRF-2021-Poster.pdf

**Optional support material file**

NRF2019 program 102819.pdf

<b>Organization Name: Native Heritage</b>	<b>Gathering, Inc.</b>	
<b>PROPOSAL BUDGET: Next Fiscal Year</b>	<b>Projections</b>	
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ -	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 5,000	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 7,500	\$ -
Space Rental/Rent/Mortgage	\$ 1,200	\$ -
Insurance	\$ 800	\$ -
Equipment Purchase/Office Supplies	\$ 4,000	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 7,000	\$ 5,000
Contract Services/Fees	\$ 21,000	\$ 5,000
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 1,000	\$ -
Subtotal Grant Funds		\$ 10,000
<b>Total Projected Expenses</b>	<b>\$ 47,500</b>	
<b>Projected Income:</b>		
Admissions	\$ -	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ 11,000	
Contributions from Individuals	\$ 9,000	
Corporate Contributions	\$ 1,500	
Government Support - Federal	\$ -	
Government Support - State	\$ 15,000	
Government Support - Local	\$ 3,000	
Foundation Support	\$ 6,000	

Sheet1

Other Income	\$	-	
Applicant Cash	\$	2,000	
<b>Total Projected Income</b>	\$	47,500	

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

NOV 12 2009

NATIVE HERITAGE GATHERING INC  
1280 MARSHALL CT  
MERRITT ISLAND, FL 32953

Employer Identification Number:  
36-4508361

DLN:

209314022

Contact Person:

JOHN JENNEWEIN

ID# 31307

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated May 2003, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)



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- [Division of Corporations](#)
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[Events](#)

**No Name History**

## Detail by Entity Name

Florida Not For Profit Corporation

NATIVE HERITAGE GATHERING, INC.

### Filing Information

Document Number N02000007847 FEI/EIN Number 36-4508361 Date Filed 10/11/2002 State FL Status ACTIVE

Last Event REINSTATEMENT Event Date Filed 03/01/2004

### Principal Address

1280 MARSHALL COURT  
MERRITT ISLAND, FL 32953

Changed: 04/22/2009

### Mailing Address

1280 MARSHALL COURT  
MERRITT ISLAND, FL 32953

Changed: 04/22/2009

Registered Agent Name & Address PESSARO, MARTHA S

1280 MARSHALL COURT  
MERRITT ISLAND, FL 32953

Name Changed: 03/01/2004

Address Changed: 03/01/2004

Officer/Director Detail **Name & Address**

Title D

ELLIS, JOHN  
3641 TURTLEMOUND ROAD  
MELBOURNE, FL 32934

Title T

PESSARO, MARTHA



1280 MARSHALL CT  
MERRITT ISLAND, FL 32953

Title D

ELLIS, CLAIRE  
3641 TURTLEMOUND RD.  
MELBOURNE, FL 32934

Title Director

Graves, Susan  
570 Janus Road NE  
Palm Bay, FL 32907

Title director

Gibbs, Zeta  
352 Carmine Drive  
Cocoa Beach, FL 32931

Annual Reports

Report Year Filed Date

2019	01/24/2019
2020	01/20/2020
2021	03/14/2021

Document Images

<a href="#">03/14/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/20/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/14/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/13/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/04/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/18/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/11/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/18/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/05/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/13/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/12/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/22/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/20/2008 -- Off/Dir Resignation</a>	<a href="#">View image in PDF format</a>
<a href="#">01/31/2008 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/22/2007 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/03/2006 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2005 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/01/2004 -- REINSTATEMENT</a>	<a href="#">View image in PDF format</a>
<a href="#">10/11/2002 -- Domestic Non-Profit</a>	<a href="#">View image in PDF format</a>

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[Events](#)      **No Name History**

Florida Department of State, Division of Corporations

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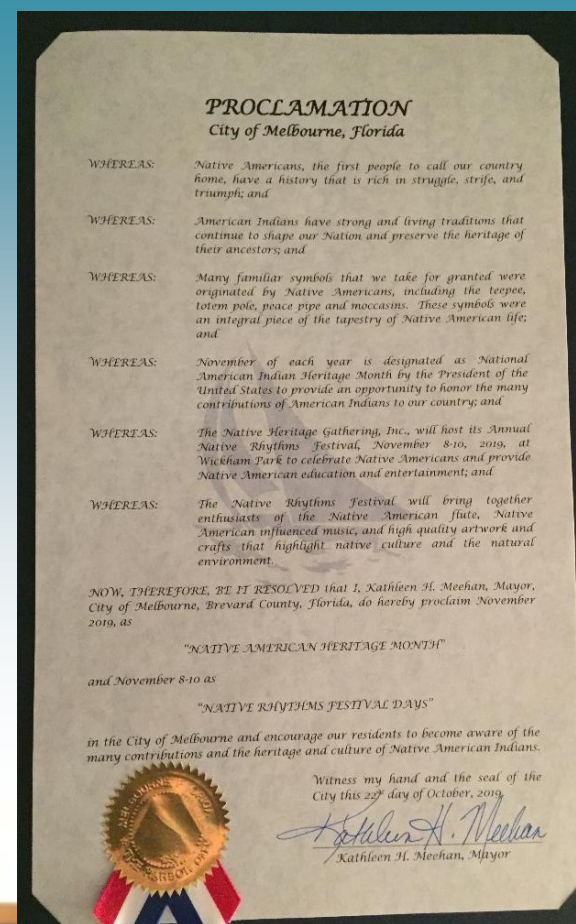
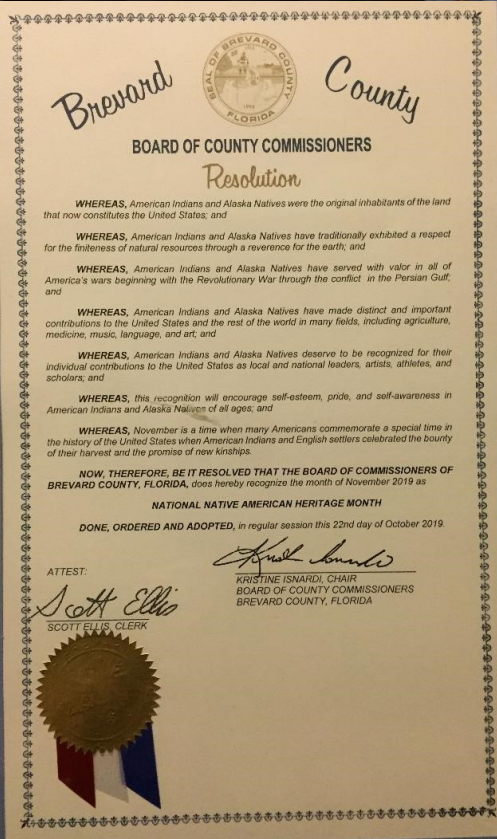
Media Platform	Item	Cost	Date of activity	Mode
Brevard Live	Advertisement, Article	\$250.00	9/1/2021	Printed Material
Vista Print	Postcards, Save the Date	\$300.00	5/27/2021	Printed Material
Good Impressions	Flyers and Posters	\$500.00	9/1/2021	Printed Material
Design Graphics	Programs	\$1,500.00	10/6/2021	Printed Material
Banners on the Cheap	Banners	\$300.00	8/10/2021	Printed Material
Webmaster	website design and services	\$1,800.00	Monthly	Electronic
Television	Advertisement Design	\$0.00	9/15/2021	Broadcast
Television	Advertisement, PSA	\$0.00	10/15/2021	Broadcast
Billboards	Advertisement	\$1,850.00	9/25/2021	Transport Visual
Vision Maker Media	Advertisement Support	\$500.00	11/20/2021	NonProfit Sponsorship
Brevard Public Schools	Advertisement	\$500.00	10/1/2021	Printed Material
Radio	WFIT interview	\$0.00	10/28/2021	Airwaves
Outreach Opportunities	Various venues	\$0.00	Semi monthly	Face to Face
PSAs	Various outlets	\$0.00	Monthly	Electronic
<b>Social Media Platforms</b>				
Website	updates weekly		Weekly	Electronic
Facebook	50 posts weekly average		Weekly	Electronic
Flute Circle	3 posts monthly		Weekly	Electronic
		\$7,500.00		

Media Platform	Item	Date of activity	Action
Brevard Live	Advertisement, Article	9/1/2021	Martha Contact and submit Press Release/conduct interview
Vista Print	Postcards, Save the Date	5/15/2021	Martha, John, Annette design and send to Vistaprint
Good Impressions	Flyers and Posters	9/1/2021	Design Team construct and distribute
Design Graphics	Programs	10/6/2021	Martha and John design and submit to Design Graphics
Banners on the Cheap	Banners	8/10/2021	Design Team design any new banner requirements
Webmaster	website design and services	Monthly	Retisoft work with John to design and publish
Television	Advertisement Design	9/15/2021	Annette work on Video and music
Television	Advertisement, PSA	10/15/2021	Martha contact and submit video for advertisement
Billboards	Advertisement	8/25/2021	Martha Contact Assistance for Billboards
Radio	WFIT interview	10/28/2021	Martha Contact Terry for date and material
Outreach Opportunities	Various venues	Semi monthly	Linda, Bart, John, Zeta coordinate and attend outreach events
PSAs	Various outlets	Monthly	Claire submit Press Releases to various outlets
<b>Social Media Platforms</b>			
Website	updates weekly	Weekly	Webmaster attend interaction
Facebook	50 posts weekly average	Weekly	Webmaster attend interaction
Flute Circle	3 posts monthly	Weekly	Flute Circles/IRFC Meetings and postings

#### Outreach Opportunities

Riverwind Flute Circle	
Gathering- Leesburg	
Center for the Arts	June 12th
Rockledge Gardens	Monthly during summer
Greater Palm Bay	
Chamber of Commerce	
Multicultural Day	September 18th
Cards distributed to	
Performers for show	
outreach	July 1st
Cards Distributed to	
Vendors	July 15th
WFIT Interview	October
Cultural Arts Showcase	?
Plant City Flute Circle	September 14th
Musical Echoes	September 24th

# Proclamations from Brevard County and City of Melbourne





## Performers at Wickham Park Amphitheater





## Cultural Showcase— Ed Winddancer Drum and Dance Troupe





## Vendors





## Workshops





## Attachment: Invalid File or Empty File v2\_NRF-2020-Engagement-Ad.mp4

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The file v2\_NRF 2020 Engagement Ad is corrupt or in an unsupported format.

## Native Rhythms Festival Organizational Structure

### Teams for Success

#### **ALL POSITIONS ARE VOLUNTEER- NO PAID POSITIONS**

- Competitions (rules, judges, scoring, registration, awards, etc.) –Leader: Joyce Bugaiski-Artist

Team members:

- Festival Site (power, lights, etc.) –Leader: Mike Knight Artist, EEL Program Manager

Team members: Jenny Ashbury- Event Specialist

- Finance (bookkeeping & financial reporting) –Leader: Martha Pessaro – see Board

Team members:

- Flute School –Leader: Clint and Vera- World renown Flute Teachers

Team members:

- Fundraiser Camp Feed –Leader: Claire Ellis see Board

Team members: Committee, ALL

- Grants –Leader: Martha Pessaro see Board

Team members: Bart Lipofsky -Musician

- Graphics artist (logo, flier, program, etc.) –Leader: Annette Abbondanza-Musician, Artist

Team members:

- Hotel & Camping –Leader: Martha Pessaro see Board

Team members:

- Marketing & publicity –Leader: OPEN

Team members:

- Merchandise (T-shirts, necklaces, etc.) – Leader: Claire Ellis see Board

Team members: OPEN- ON SITE SALES NEEDED

- Outreach (public meeting, performances, appearances.) - Leader: OPEN

Team members: ALL

- Performers (contacts, contracts, stage performance scheduling, etc.) –Leader: Martha Pessaro see Board

Team members: Bruce Iwinski- Sound Engineer

Secretary, Administrative Aide(s) –Leader: Pat Jenkins retired from NASA

Team members:

- School Day activities – (publicity, on-site coordination, etc.) –Leader: Zeta Gibbs- Retired School Teacher

Team members: Zeta Gibbs, Susan Graves, Louise Rose, Sarah VerWiebe

- Silent Auction & Raffle – Leader: Susan Graves-see Board

Team members: Jenny Ashbury

- Sponsors – Leader: Claire Ellis see Board

Team members: ALL

- Social Media (website & Facebook) – Leader: John Ellis see Board

Team members: ALL

- Vendors/Exhibitors (contacts, site layout, etc.) – Leader: Martha Pessaro see Board

Team members: OPEN

- Volunteers – Leader: OPEN

Team members: OPEN

- Workshop Administration (pre-festival registration, workshop tent setup, tent admission control, etc.) – Leader: Zeta Gibbs Retired School Teacher

Team members: Tom Ransom retired IT Specialist

- Workshop Program (contacts, program setup & scheduling, etc.) – Leader: John Ellis see Board

Team members:

## Native Rhythms Festival Organizational Structure

### Teams for Success

#### Roles and Responsibilities

**Competitions:** Format and produce judging sheets, rules and regulations, and registration forms. Conduct registration and provide funds directly to Treasurer.

Select and inform Judges for each of the following competitions:

Flute Makers, Flute Players, Artists

Contract and provide awards- present awards, provide winners list to Media leader and Emcee.

**Festival Site:** Work with Vendor Leader to develop site plan (Map). Reserve and pickup UHaul collecting storage items and any offsite equipment such as lanterns and posts from Sams House. Install banners one month out at Wickham Park locations.

Mark locations for vendor spots, install Flute Portal, setup electrical layout, fire extinguishers, parking signage and layout, distribute tables and chairs, set up portalets and roll off waste containers, recycle bins and trash cans. Empty trash cans, recycle bins, and freshen portalets. Troubleshoot any electrical issues, table and chair arrangements, etc.

**Finance:** Pay all bills and keep current and appropriate records of all transactions. Create budget for Committee review and adoption based on prior year's actuals and projections for future year. Provide reports for committee members and for grant reporting purposes. Pay all corporate and federal fees for the non profit corporation. File all appropriate reports and requirements with State and Federal entities. Create performer payment schedule and provide for all travel and lodging costs for each performer. Create cash drawers for Merchandise Tent, Raffle Tent, and Competitions.

**Flute School:** Set up instructors and program for Flute School. Contract site for school and instructors for Flute school. Provide program and marketing package for Flute School to the Webmaster. Keep record of all applicants and work with Social Media master to assure deposit of school funds and record to Treasurer all deposits with detailed list of applicants. Produce Flute School Program and assure printing of appropriate booklets for students. Assist with registration on days of Flute School. Provide goodie packages for Students to include School program, some honorarium, NRF Program, local area marketing pieces, and survey.

**Fundraiser Dinner:** Coordinate donations of food for Thursday evening fundraiser dinner. Provide list of donors to Social Media master for use online, in Powerpoint screen presentations, and for inclusion in grant applications. Set up dinner arrange all services required and pickups of donations, etc. for the evening. Collect all fundraising donations for dinners, Arrange volunteer setup, serving and cleanup crews. Write thank you notes to donors.

Note: This is changing to a Camp Feed on the grounds, Thursday evening.

**Grants:** Find all applicable grant sources and make applications per timetables. Work with Social Media master to provide high resolution photographs and lists of donors, sponsors and support materials. Attend grant workshops and panel meetings. Keep grant reports up to date and make all deposits with Treasurer for grant funding, as well work with Treasurer to assure appropriate documentation of payments.

**Graphic Artist:** Provide design and layout per Committee preference. Work design for Social media master and for use in programs. Create printable program working with Sponsor leader and Facilities leader to provide appropriate logos and maps.

## Native Rhythms Festival Organizational Structure

### Teams for Success

**Hotel and Camping:** Arrange host hotel sponsorship package. Contract performer guest list lodging reservations with host Hotel staff. Provide welcome packages for Headline performers. Setup and reserve camping sites for Performers who are traveling with RVs. Work with Park Staff to assure reservations and payments are made.

**Marketing and Publicity:** Work with press, radio, television, magazines and social media to provide press releases, interviews, articles, and coverage of NRF. Distribute save the dates, postcards, flyers and collateral materials to all outlets for marketing and publicity. Work with CMI and Tourism Development Commission to promote and publicize NRF.

**Merchandise:** Contract t-shirt production working with Graphic Artist and Sponsor Leaders to provide design and appropriate sponsor logo inclusions. Provide list of inventory to Committee and Treasurer. Provide onsite sales personnel volunteers by shifts for all days of the event. Train volunteers in sales process and security measures. Set aside Committee t shirts and sponsor t shirts as required.

**Outreach:** Conduct scheduling and discovery of outreach opportunities for NRF.

**Performers:** Conduct Performer selection process using compilation of applicable potential performers including all who have requested performing, as well as our past performers. Compile committee selections for top 8 Headline performers and top 6 Featured performers for future years. Construct future year contracts. Send invitations to selection with contract for future year. Collect signed contracts, inclusive of Stage Plots and Tech Notes including multimedia preferences, and travel requirements, mileage if driving, intention to hold workshop, assist school day, and or teach flute school, and booth space agreements. Conduct Performer Scheduling Process. Work with Sound and Stage Contractors to provide program continuity. Obtain Performer approval. Provide performer packages upon arrival. Work with Hotel Camping Leader to assure reservations for lodgings are attended to. Assure execution of stated contract and act as impresario during stay at NRF.

**School Day:** Compose Press release for schools for future year. Make distribution, appeals prior to school year ending to all applicable schools/School Board. Coordinate program execution with vendors, exhibitors, and performers. Provide volunteer staff for School Day program to assist with guiding groups to programs, giving teachers instructions, and getting buses parked and lunch sites coordinated.

**Secretary/Administrative Aide(s)** Provides interface between public and Leads to assure communications and public interests are attended to. Keeps records of meetings and reports to committee as required. Phone number listed on Social media and in press releases.

**Silent Auction and Raffle:** Coordinate collection of items for Auction and raffle prior to event. Provide researched information on donated items and assess values, starting bids, stepups, and reserves for Silent Auction items. Bundle and make attractive all raffle items. Collect items from vendors onsite for Silent Auction/Raffle. Provide sales volunteers during event and keep area attractively arranged during event. Provide final Silent Auction inventory list with listed top value and actuals. Provide to Treasurer. Distribute Silent Auction Items and collect payment. Distribute Raffle items. Work closeout for any not on site winners.

## Native Rhythms Festival Organizational Structure

### Teams for Success

**Sponsors:** Establish Sponsor potential list. Create and distribute Sponsor package. Establish levels of giving and recognition. Keep Sponsor list up to date with notation of donation, date deposited, and contact information, as well as provide logos to Social Media master for inclusion online and on provide logos to Merchandise Leader for t shirt design. Assure timely collection of all Sponsorships for inclusion in the programs, on the t shirts, and in the on stage media. Send thank you notes to all Sponsors. Sponsors must complete forms for appropriate contact information and notification for onstage recognition.

**Social Media:** Social Media Master shall maintain Website and Facebook postings as currently organized. Shall work with all Teams to assure latest and greatest information is available to all. Shall collect all correspondence and deposit all payments from vendors and sponsors. Shall report all deposits to Treasurer.

**Vendors:** Establish invited Vendors List and construct vendor rules and regulations, Site location map, update with Social Media Lead as required. Conduct invited Vendor selection process with Committee. Send invitations to all invited Vendors, follow up with phone contacts. Keep updated Vendor List and work with Social Media Lead to assure packages have been sent back in and payment has been made. Construct Vendor layout map based on site preferences. Handle calls for inclusion in event from random Vendors. Keep following up on late replies, start replacement with waiting list Vendors when invited decline and or do not respond to emails, phonecalls and messages. Create Vendor packages to include site number, program, vendor rules and regulations and any special instructions. Assist vendors on arrival to get them to sites and start setup. Resolve any issues with sites and compliance with rules and regulations. Send thank you notes to Vendors at years' end. Also coordinate Exhibitors.

**Volunteers:** Recruit and train all volunteers. Work with Social Media Leader to establish online registration process. Keep list of Volunteers. Create master schedule to be used for assignment on arrival at the festival. Collect hours provided by each volunteer for Grant reporting and provide to Grant Leader. Onsite registration must fill out registration form and provide photo ID with proof of residence.

**Workshop Program and Administration:** Establish workshop providers and provide descriptions of workshops. Work with Social Media Master to create online postings for workshops. Work with Performer Leader to create schedule of workshops integrated with performance times. Establish online registration process, rules and regulations. Collect and keep registration lists for workshops. Work with online registration process, and establish methods for onsite registrations. Setup and equip Workshop Tent with all required materials and instructors needs. Send Thank you notes to Instructors.

Native Heritage Gathering, Inc.  
NRF Board and Tech Team

Legend:

On Track	Low Risk	Med Risk	High Risk	Unassigned
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1207

# ***Native Rhythms Festival***

**November 12 - 14, 2021**

**Wickham Park Melbourne, Florida**



*This year's theme: "The Phoenix rising from the ashes"*

**Day & Evening  
LIVE Concerts  
Food Vendors  
Arts & Crafts  
Jewelry  
Flutes  
Drums  
Workshops**

*Native American, World Cultural  
Music and Arts & Crafts Festival*

**FREE Admission - Family Friendly Event**



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**[www.NativeRhythmsFestival.com](http://www.NativeRhythmsFestival.com)**



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Sponsored in part by the State of Florida,  
Department of State, Division of Cultural Affairs  
and the Florida Council on Arts and Culture

**[culturebuildsflorida.org](http://culturebuildsflorida.org)**



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Wickham Park, Melbourne, FL

November 8 - 10, 2019

**[www.nativerhythmsfestival.com](http://www.nativerhythmsfestival.com)**







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**Sandy Michelson**

It is wonderful to see how this Native Rhythms Festival has grown! We need to connect and celebrate our ancestry with Native Americans and their music. Native Rhythms Festival is another family event where the entire family learns more about our history and different cultures.

## Glenna Resnikoff

Proud sponsor of the  
11th Annual  
Native Rhythms Festival



## In Memoriam

*Milli Washock  
Jeffery Hudson  
Loren Kohler  
Rex Begay  
Paula Ellis  
Kaye Taylor  
Randy Stenzel  
Leonard Lone Crow McGann  
Sherry Salisbury  
Wilma Maxine Hilton*



Rich Curlis Rentals  
3650 Bobbi Lane,  
Unit #103  
Titusville, FL 32980  
321-225-4951

## 2018 Native Rhythms Festival Committee

**Martha Pessaro** - Event Chair, Finance, Performer Coordination and Scheduling

**John Ellis** - Event Vice Chair, Social Media, Workshop Scheduling

**Susan Graves** - Sponsor Coordinator

**Brad & Debbie Young** - Vendor Coordinator

**Claire Ellis** - Merchandise and Fundraisers Coordinator

**Bart Lipofsky** - Grants Manager

**Mike Knight** - Venue Manager

**Zeta Gibbs** - Workshop Coordinator, School Day Activities Coordinator

**Jenny Warner** - Silent Auction and Raffle Coordinator

**Annette Abbondanza** - Graphics Designer

**Joyce Bugaiski** - Competition Coordinator

**Joanie Faulls** - Stage Manager

**Lou Seiler** - Official Photographer/Videographer

**Tom Ransom** - Workshop Audio/Video Engineer

**Louise Rose, Dave Graves, David Jenkins, Don & Sarah VerWiebe** - Support

Welcome friends to the ELEVENTH ANNIVERSARY of the Native Rhythms Festival!

The Native Rhythms Festival steering committee rejoices to have you join us for the 11<sup>th</sup> gathering at the Wickham Park amphitheater. This event is organized each year by the Native Heritage Gathering Inc, the Indian River Flute Circle, the River-Wind Flute Circle as well as our sponsors and the many volunteers from among the Native Flute enthusiasts who share our passion.

National American Indian Heritage Month was first proclaimed by then President George H. W. Bush. Each year since, the sitting President has issued a similar proclamation recognizing November as a time to honor and celebrate the cultures of America's tribal peoples. We offer the Native Rhythms Festival to you to honor America's First Nations through their art, music and dance. This year we are particularly honored to have the World Champion Hoop Dancer, Cody Boettner dancing for you.

The performers you will see on our stage are some of the finest musicians on the Native flute anywhere in the world. They include nominees and winners of the Grammy, Nammy (Native American Music Awards) and Indian Summer Music Awards. These artists demonstrate the great versatility of the Native flute ranging in style from traditional Native music to contemporary, jazz and blues. Please feel free to visit our performers and to purchase their CD's if their music touches you.

One of our primary goals is to present the Native Rhythms Festival free to the public. This is our gift to you.

Obviously there is considerable expense entailed in staging a festival that includes stage performances, contests, workshops, and a variety of foods, vendors and exhibitors for your enjoyment. Our success is made possible only with the kind support of our many sponsors. Throughout this weekend you will see advertisements and booths that feature our Silver, Gold, Platinum and Diamond sponsors. Without them this festival would not be possible. If you have the opportunity to use the products or services of these companies, please do so and let them know that you appreciate what they do for the Native Rhythms Festival. If you should wish to join their ranks in helping keep this even going, please see our Board members in the information tent.

Once again, we welcome you and encourage you to enjoy the beautiful work of our vendors and the music and dance of our performers.

The Native Rhythms Festival  
Steering Committee

## Workshops Schedule

Time	Friday Nov 8	Saturday Nov 9	Sunday Nov 10
9:00		<u>Painting Images with the NAF</u> Sydney Phipps (9:00-10:00)	<u>Guided Ancestral Meditation</u> Randy Granger (9:00-9:45)
9:30			
10:00	<u>QIGONG for Breath and Energy</u> Pam Dickey (10:00-11:00)	<u>Reading Nakai Tablature</u> Jamie Empert (10:00-11:00)	<u>Sound Engineering Techniques (with Audacity)</u> John Ellis (10:00-12:00)
10:30			
11:00	<u>Being More Emotive With Your NAF Playing</u> Jonny Lipford (11:00-12:00)	<u>30 Years of Experience with Hawk Henries</u> (11:00-12:00)	
11:30		<u>Walking With Wisdom</u> Will Davis (10:00-2:00)	
12:00	Lunch	Lunch	Lunch
12:30	<u>Intro to Rim-Style Flutes</u> Sydney Phipps (12:30-1:30)	<u>Things I Never Knew, I Never Knew</u> Jonny Lipford (12:30-1:30)	<u>World War II Navajo Code Talkers</u> John Pasko (12:30-2:00)
1:00			
1:30	<u>The NAF in a World of Electronics</u> Tom Ransom (1:30-2:30)	<u>Stepping Back in Time</u> Dock Silverhawk (1:30-2:30)	
2:00			Silent Auction / Raffle Close (2:15 - 3:00)
2:30			
3:00	<u>Two Needle Appliqué Beading</u> Joyce Bugaiski (2:30-4:30)	<u>Kumihimo Weaving</u> Joyce Bugaiski (2:30-4:30)	<u>Drumming and Fluting Together</u> Painted Raven (3:00-4:30)
3:30			
4:00			

All workshops in the "workshop tent" except where otherwise indicated.



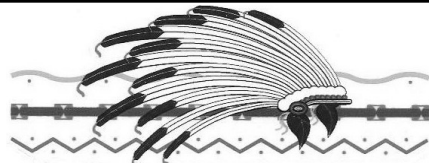
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(next to Old Town)

# BREVARD COUNTY

**A Cultural Gem**  
On Florida's Space Coast  
Orlando's Closest Beaches

## BREVARD CULTURAL ALLIANCE

Serving Artists,  
Cultural Organizations,  
and Communities on  
the Space Coast

### Our mission:

To build and sustain a  
vibrant and dynamic arts  
and cultural sector  
integral to Brevard  
County's quality of life



[www.artsbrevard.org](http://www.artsbrevard.org)

[info@artsbrevard.org](mailto:info@artsbrevard.org)

Phone: 321.690.6817



**Creative Sound & Media  
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Bruce Iwinski  
321-626-4492

## Main Stage Schedule

Time	Friday Nov 8		Saturday Nov 9		Sunday Nov 10	
9:00						
9:15	Opening Ceremony -----	Paula Ellis Memorial Flute Players Competition Registration [main tent] (9:00-10:00)	Opening Ceremony -----	Flute Makers Competition Registration [main tent] (9:00-10:00)	Opening Ceremony -----	Artists Competition Registration [main tent] (9:00-10:00)
9:30	Dock Green Silverhawk (9:00-10:00)		Dock Green Silverhawk (9:00-10:00)		Dock Green Silverhawk (9:30-10:00)	
9:45						
10:00						
10:15	Ed WindDancer Cultural Education Day (10:15 - 11:45)		Billy Whitefox (10:15 - 11:15)		Honoring Veterans Day Billy Whitefox (10:15 - 10:45)	
Hawk Henries (11:00 - 11:30)						
10:45					Announce Artist Competition Winners & Lunch Break (11:30 - 12:15)	
11:00			Recognition of Dignitaries and Sponsors (11:30 - 12:30)		Painted Raven (12:15 - 1:00)	
11:15						
11:30						
11:45	2018 Flute Player Winner Jamie Empert (12:00 - 12:30)		Randy Granger (12:45 - 1:45)		Ed WindDancer Uncivilized - An American Indian Cultural Show (1:15 - 2:15)	
12:00						
12:15						
12:30						
12:45	Paula Ellis Memorial Flute Players' Competition (12:45 - 2:00)		Hawk Henries (2:00 - 3:00)		Silent Auction / Raffle Close (2:15 - 3:00)	
1:00						
1:15						
1:30	Jonny Lipford (3:30 - 4:30)		Ed WindDancer Uncivilized - An American Indian Cultural Show (3:15 - 4:45)		Jonny Lipford (3:00 - 3:45)	
1:45						
2:00						
2:15	Billy Whitefox (2:15 - 3:15)		Announce Flute Maker Competition Winners & Dinner Break (4:45 - 6:00)		Randy Granger (5:00 - 5:30)	
2:30						
2:45						
3:00	Jonny Lipford (3:30 - 4:30)		Painted Raven (6:00 - 7:00)		Final Jam FAREWELL! (5:30 - 6:00)	
3:15						
3:30						
3:45	Hawk Henries (4:45 - 5:45)		Jonny Lipford (7:15 - 8:15)		Vendor Site Tear-Down (6:00-????)  FOR THE SAFETY OF OUR GUESTS - NO VEHICLES ON FESTIVAL GROUNDS BEFORE 6:30	
4:00						
4:15						
4:30	Shelley Morningsong & Fabian Fontenelle (6:30 - 7:30)		Shelley Morningsong & Fabian Fontenelle (8:30 - 9:30)			
4:45						
5:00						
5:15	Announce Flute Player Competition Winners & Dinner Break (5:45 - 6:30)					
5:30						
5:45						
6:00	Shelley Morningsong & Fabian Fontenelle (6:30 - 7:30)					
6:15						
6:30						
6:45	Painted Raven (7:45 - 8:45)					
7:00						
7:15						
7:30	Randy Granger (9:00 - 10:00)					
7:45						
8:00						
8:15						
8:30						
8:45						
9:00						
9:15						
9:30						
9:45						
9:55						
10:00						

# Vendor Area Map



# Vendors, Performers, and Exhibitors

- |  |  |
|--|--|
| 1- Green Leppard                             | 35- American Indian Creations                |
| 2- R&R Collectables [V/S]                    | 35b- Shelley Morningsong & Fabian Fontenelle |
| 3- Wild Sage Native American Jewelry [V/S]   | 35c- Lowery Begay                            |
| 4- Frazier Sculpture                         | 35d- Ed WindDancer                           |
| 5- Backwoods                                 | 36- Jonny Lipford                            |
| 6- Turquoise Showcase                        | 37- Painted Raven                            |
| 7- Florida Bat Conservancy                   | 38- Randy Granger                            |
| 8- Brevard Backyard Beekeepers               | 39- Willow Creek Woodcraft [V/S]             |
| 9- The Wickiup                               | 41- Stag's Leap Leatherworks                 |
| 10- Artmouse Creations                       | 42- Bear and Beaver                          |
| 11- Pine Away Baskets                        | 43- Medicine Wind Flutes                     |
| 12- Kaye's Wares                             | 44- Imagine Our Florida                      |
| 13- One Nation                               | 45- Mejika Arts                              |
| 14- Ruth Ann's Southwest Treasures [V/S]     | 47- Yanko Enterprises                        |
| 15- Painted Stick Flutes                     | 48- Fire Thunder Trading Post                |
| 16- Native Pueblo                            | 50- Northrop Grumman                         |
| 17- You Rock Crystals                        | 51- Little Fox Creations                     |
| 18- Wild Horse Rescue                        | 52- Sam's Club                               |
| 18a- Fun Spot                                | 53- Sons of Union Veterans of the Civil War  |
| 19- Native Andes                             | 54-  |
| 20- Spotted Pony Traders                     | 55- Moo's Soft Serve                         |
| 21- Island Flutes                            | 57- Jersey Girl Super Foods                  |
| 22- Red Wind Flutes                          | 58- Samsons Grill                            |
| 23- Flight Feather Flutes                    | 58b- Twisted Sisterz Mobile Kitchen          |
| 24- Morning Crow Designs                     | 59- Slow & Low BBQ                           |
| 25- Zonta Club of Melbourne                  | 60- Ms O's Grill on Wheels                   |
| 26- Sea Turtle Preservation Society          | 61- 4 Winds Flutes                           |
| 27- Wild Florida Rescue                      | 62- Boy Scouts Troop 520                     |
| 28-  | 63- Brevard Recycling                        |
| 29- Fantasy Carvings by TJ Kleens            | 64- Marine Resources Council                 |
| 30- Northern Lights - Southern Spirit Flutes | 65- Seminole Hunt Camp                       |
| 31- Spiral Flutes [V/S]                      | 65b- Bob Brinck Flintknapping                |
| 32- Woodsounds Flutes                        |  |
| 33- Turtle Mound Flutes                      |  |
| 34- Hawk Henrires                            |  |

F- Free Flute Lessons Tent

[V/S] = Vendor/Sponsor

<p><b>Long Doggers</b> 2870 Post Road Melbourne, FL</p>  <p>Since 1997 Radically Relaxed Grill &amp; Brew</p> <p>321-751-4448 <a href="http://www.longdoggers.com">www.longdoggers.com</a></p>	<p> <b>CENTURY 2001</b> SCREEN PRINTING EMBROIDERY PROMOTIONAL PRODUCTS 110 Tomahawk Dr. Indian Harbour Beach, FL 32937 321-777-7007 or toll free: 800-245-2001 <a href="http://www.century2001.com">www.century2001.com</a></p>
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## Profiles: Native Heritage Gathering, Inc.

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**Organization Name**

Native Heritage Gathering, Inc.

**Name**

Martha Pessaro

**Email**

Martha@nativerhythmsfestival.com

**Phone**

3214521671

**Address Line 1**

1280 Marshall Court

**Address Line 2****City**

Merritt Island

**State**

Florida

**Zip Code**

32953

**User Login**

Martha@Nativerhythmsfestival.com

## Profile

Space Coast Art Festival, Inc.

## SPACE COAST OFFICE OF TOURISM

### Guidelines

#### FISCAL YEAR 2021 - 2022

#### Cultural Support Grant Program

#### 1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

"To promote growth, development and quality of tourism in the county; encourage participation by both visitors and residents in tourism related activities, and to act as the primary body to determine direction, goals and policy for use of the tourism tax."

The Tourist Development Council Cultural Grant Program is a program delivered by the Space Coast Tourism Development Office, the focus of which is to promote Brevard County as a cultural destination. This will be achieved by maximizing the Space Coast Office of Tourism's marketing resources to provide a platform for Brevard's arts and cultural organizations through collaborative event and marketing support.

Goals of the Tourist Development Council Cultural Support Grant Program:

1. Promote Brevard County as a cultural destination to both visitors and residents and make a positive impact to Brevard County tourism.
2. Enhance the Space Coast's cultural sector through increased event and marketing support for the benefit of visitors and residents.
3. Build awareness of the arts.

#### 2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

Aug 24, 2021: Cultural Committee meeting, Ranking & Recommendations

Aug 25, 2021: Tourist Development Council meeting, funding recommendations & approval

Sept 14, 2021: Brevard County Board of County Commissioners Approval

Sept 15, 2021: Notification of funding awarded & execute contracts.

Oct 1, 2021: FY 2021-2022 Grant period begins

Sept 30, 2022: FY 2021-2022 Grant Period ends (see section 11 of guidelines)

A final report is due within 30 days of the conclusion of the event or in the case of funds supporting

"season" the final report is due by October 30, 2022. Reimbursement requests are due by October 7, 2022. Failure to comply with the final report requests may impact future funding requests.

The above dates are subject to change. Changes will be publicized in advance.

#### 3.0 ELIGIBILITY

The main purpose of the Cultural Support Grant Program is to promote Brevard County arts and culture by funding groups which present cultural and special events and market the events to out-of-county tourists. Such Cultural and/or Special Events/Activities could be visual and performing arts including theatre, concerts, recitals, opera, dance, art exhibitions, and festivals and other tourist-related activities). These Cultural and/or Special Events/Activities can be categorized into the following:

- Events – Festivals, Art Shows, etc. that last from 1-14 days
- Seasonal Activities – Theatres, symphonies, concerts that operate over the course of a year
- Museums – Facilities that continually operate over the course of a year
- Main Street Events – Street parties and events hosted by Main Street organizations

**To be considered for this grant funding, the cultural and special events/activities must be held in-person with in-person attendees, with the main purpose of attracting out-of-county visitors to Brevard County. Virtual events or media outlets will not qualify for this grant. For applications to be considered, Out-of-County visitors to an event or season must account for 20% of total visitation or 1,000 guests. This measurement shall be submitted by applicants and confirmed by TDO staff.**

To be eligible to apply for participation in the Tourist Development Council Cultural Support Grant Program an organization must also;

- a. Be a non-profit, tax-exempt Florida corporation, as a result of being incorporated or authorized as a non-profit Florida corporation in good standing, pursuant to Chapter 617, Florida Statutes, and,
- b. Headquartered in Brevard County, and,
- c. Designated as a tax-exempt organization as defined in section 501(c)(3) of the Internal Revenue Code of 1954.
- d. Applicant organization must be the presenting/producing entity of events/activities to be promoted through the Cultural Support Grant Program.
- e. Provide IRS determination letter and Florida Department of State, Division of Corporations Detail by Entity Name Report.
- f. Supply required documentation – Updated W-9, Certificate of Insurance (COI), and Proof of Registration with E-Verify.
- g. Accommodate links (from provided logos) on your website to VisitSpaceCoast.com.
- h. Applicants will be required to establish and track a Return on Investment (ROI) by measuring visitor attendance and spending. TDO staff will assist in measuring attendance and spending upon request. Ticket Sales and/or zip code capture are the preferred tracking methods as opposed to attendance estimates provided by third parties (Law enforcement, volunteers, etc.)
- i. TDO staff will review the applications and shall have the direction and authority to disqualify those who do not meet the minimum requirements prior to committee review.
- j. Organizations should be in business for minimum of two (2) years. (Date on IRS 501-c3)

#### **4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS**

Funds may be available for the fiscal year 2021-2022 for the Cultural Support Grant Program which funds events or activities that promote Brevard County as a cultural destination. Beyond creating unique Cultural events/activities, one of the main goals is to attract Out-of-County visitors to Brevard County.

##### **Tier System**

**Number of Out-of-County attendees: 1,000 - 2,500 Max. Funding Amount: \$2,500**

**Number of Out-of-County attendees: 2,501 - 5,000 Max. Funding Amount: \$5,000**

**Number of Out-of-County attendees: 5,001+ Max. Funding Amount: \$10,000**

**The Cultural Support Grant program is a reimbursable grant. This grant is on a reimbursement basis to reimburse grantee for approved expenditures that directly support personnel, artistic services, marketing, supplies, materials, and other general operating costs. Grantees must initially self-fund approved expenditures, and upon receipt of valid documentation will be reimbursed up to awarded amount.**

Annual funding of this program is subject to the full funding of the Cultural fund.

The Tourist Development Office reserves the right to cancel/withdraw funding to this program at any time without cause. Applicants submit applications at their own cost and risk, without expectation of or reliance on funding award. Applicants may have their requested amounts reduced based on Tourist Development Council recommendations, funding availability, or number and quality of requests submitted.

#### **\*\*5.0 ELIGIBLE USE OF FUNDS \*\***

**Funds must be used for the project or event as proposed in the applicant's grant application and categorized in the proposal budget worksheet, as well as the grant contract. Funds also must be used to implement events or activities that promote Brevard County as a cultural destination and make a positive impact to local tourism by measuring the number of out-of-county visitors who attended the event or activity.**

- Funds may **not** be used to finance projects that are already fully funded unless a project can be significantly enhanced with additional funds.
- Funds may **not** be used to pay debt obligations.
- Funds may *\*not* be used for grant applications or routine maintenance.

##### **Allowable and Non-Allowable:**

###### **Allowable Costs**

- Expenditures within the grant period specified on the grant application and/or the period specified by the Brevard County Budget Department; and,
- They are solely for the purposes of the grant and can be easily identified as such.

###### **Non-Allowable Costs:**

- Expenditures before or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital improvements, including but not limited to new construction, renovation, and installation or replacement of fixtures in the permanent facility of the organization;



- Bad debts, contingencies, fines and penalties, interest, other financial costs and costs of litigation or tuition;
- Plaques, awards, scholarships, gift cards, prize money or certificates;
- Items for resale
- Projects which are restricted to private or exclusive participation;
- Regranting (using County funds to underwrite local grants programs);
- contributions and donations;
- any other expenditure not authorized by Chapter 112 of the Florida Statutes or Brevard County Codes and Policies or any other law.

## **6.0 APPLICATION SUBMITTAL PROCEDURES**

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at [Kathy.Engerran@ArtsBrevard.org](mailto:Kathy.Engerran@ArtsBrevard.org). All applications must be completed online. All other questions should be made in writing and may be directed to Deborah Webster via email at

[Deborah.Webster@VisitSpaceCoast.com](mailto:Deborah.Webster@VisitSpaceCoast.com)  
until the application deadline.

## **7.0 TERMS AND CONDITIONS OF GRANT AWARDS**

1. An applicant may not submit more than 1 (one) application.
2. Grant funds are released on a reimbursement basis.
3. All grant-funded activities must fall within the Brevard County fiscal year, October 1, 2021 – September 30, 2022. The project starts and end dates are not intended to be performance or event dates, but the entire period during which grant related expenses may be spent and revenues received. Allowable expenses that were incurred from October 1, 2021-Sept 30, 2022 may be submitted for reimbursement.
4. All projects, programs and/or exhibits funded by the Brevard County Board of County Commissioners must be suitable for viewing by people of all ages.
5. The grant recipient shall keep books, records, and accounts of all activities related to the grant in compliance with appropriate generally accepted accounting procedures. All documents, papers, books, records and accounts made or received by the grantee in conjunction with the grant shall be open to inspection during regular business hours and shall be retained by the grantee for a period of three years after termination of the grant period, unless such records are exempt from Section 24(a) of Article I of the State Constitution and Section 119.07(1) Florida Statutes.
6. Credit Line Usage and Logo Requirement: Any publicity or publications related to programs or projects funded by the Cultural Support Grant Program listing or recognizing funders or sponsors shall include Brevard County, Brevard Cultural Alliance and Florida's Space Coast Office of Tourism logos and/or the following statement: Sponsored in part by the Brevard County Board of County Commissioners, the Florida's Space Coast Office of Tourism and Brevard Cultural Alliance.

## **8.0 EVALUATION CRITERIA**

**Tourism Development Council FY 2021-2022 Cultural Support Grant Program – Evaluation Rubric Requests must achieve a minimum rank score of 80% (80 points/100 points) to be considered for funding.**

### **Section 1 – Applicant Information (TDO staff will complete this section)**

Project Title:  
Project Number:  
Project Applicant:  
Total Project Cost:  
Requested Funding from TDC:

### **Evaluation Criteria: Points Available**

**Section 2 – Cultural Event/Activities Proposal clearly describes the proposed event/activities. Clearly demonstrates how the event/activities promote the Space Coast as a cultural destination: up to 20 points**

Reviewer: Use the following scoring rubric as a guide  
Poorly presented: 0 - 4 points  
Adequate: 5 - 8 points  
Good: 9 - 12 points  
Very Good: 13 - 16 points  
Excellent: 17 - 20 points

**Proposal clearly describes any unique cultural qualities that will create publicity opportunities on a regional or national level to promote Brevard County as a cultural destination: up to 15 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 3 points  
Adequate: 4 - 6 points  
Good: 7 - 9 points  
Very Good: 10 - 12 points  
Excellent: 13 - 15 points

**Section 3 - Tourism Impact Proposal describes how many estimated out-of-county visitors will attend the event/activities during FY 2021-2022: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Proposal clearly describes the methodology used to measure attendance of out-of-county visitors and Brevard County residents for the event/activities: up to 10 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points  
Adequate: 3 - 4 points  
Good: 5 - 6 points  
Very Good: 7 - 8 points  
Excellent: 9 - 10 points

**Section 4 - Marketing Proposal clearly describes the marketing efforts to attract out-of-county visitors to the event/activities: up to 25 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points  
Adequate: 6 - 10 points  
Good: 11 - 15 points  
Very Good: 16 - 20 points  
Excellent: 21 - 25 points

**Section 5 - Overnight Stays/Spending The application includes projected overnight stays and spending by out-of-county visitors: up to 5 points**

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point  
Adequate: 2 points  
Good: 3 points  
Very Good: 4 points  
Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

Brevard Cultural Alliance staff will receive and review all grant applications to ensure:

1. Applications are submitted by the deadline.
2. Applications are complete and contain all required information.
3. Applications are for eligible activities and expenses.

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards. The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

1. Tourist Development Office staff will distribute the scored applications. Applications will be presented in order of ranking, with a sum of total funding requested for applications receiving a score of 80 or higher.

2. The Committee chairman will open the floor for approval of the ranking.
3. Upon completion of the recommendations, the chairman will entertain any comments from Committee Members regarding the process or applications.

## **10.0 REPORTING REQUIREMENTS**

### **Reporting**

The applicant is to provide status reporting using the online link via Wizehive that will be emailed to each applicant that has been awarded a grant. Status reports are due twice a year (mid-year and a final report). Reimbursement requests may be submitted no more frequently than once a month, using the Event Reimbursement Request Form that will be emailed to you.

Final report and close-out procedures are covered in Section 11.0 of these guidelines.

Non-compliance with these program requirements and non-supportive back-up or lack of proof of payments could impact grant applications.

## **11.0 PAYMENT REIMBURSEMENT REQUESTS & FINAL REPORTING**

The Tourist Development Council shall reimburse the applicant for costs expended on the event or activity in accordance with the application, specifically the Proposal Budget worksheet.

### **Event/Activities Completion and Reimbursement Requirements**

Upon completion of the event or activity, the applicant shall provide the following:

1. A completed Final report. The report will be online through the Wizehive application system and due NLT October 30, 2022. The report will include a brief summary specifically describing the event or activity and how it promoted Brevard County as a cultural destination. The report should include attendance figures, specifically measuring the number out-of-county visitors who attended the event or activity. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled.
2. A final completed Payment Reimbursement Request Form, accompanied by all required supporting documents such as billing statements for work performed and cancelled payment vouchers for expenditures made is due by October 7, 2022.
3. Photograph(s) and/or a screenshot(s) clearly showing proof of logo usage (.jpg or .tif format).

## **12.0 ANTI-LOBBYING STATEMENT**

All Tourism grant applicants are restricted from lobbying TDC Committees from the time the grant application is open until the Committee finalizes the grant scores. Applicants may not attempt to influence their deliberations or scoring to secure an award, either verbally or in writing. Any questions concerning a grant applicant or the grant process from either applicants or committee members should be directed to the designated staff at the Tourism Development Office.

## **FY2021-2022**

### **CULTURAL SUPPORT GRANT APPLICATION**

**Application Deadline: Friday, June 25, 2021 by 5:00pm**

**Proposed Event(s)/Activities Name**

Space Coast Art Festival

**TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year**

\$71,400

**Organization Name**

Space Coast Art Festival, Inc.

**Mailing Address:**

PO Box 146

**City: State: Zip Code:**

Cape Canaveral, FL 32920

**Federal Employer ID #:**

59-1562006

**Web Site:**

spacecoastartfestival.com

**Organization Telephone:**

321-784-3322

**Organization Email:**

info@spacecoastartfestival.com

**Primary Contact Person: First: Last:**

Marilyn Grigsby

**Primary Contact Person Phone (if different from Organization Phone):**

321-543-0891

**Primary Contact Person Email (if different from Organization Email):**

mrsg62@aol.com

**Alternate Contact Person: First: Last:**

Gary Coffman

**Alternate Contact Person Phone (if different from Organization Phone):**

571-337-2926

**Alternate Contact Person Email (if different from Organization Email):**

gary.s.coffman@gmail.com

**Event(s)/Activities Summary (500 characters or less)**

Our mission is to host a fine arts exhibition over the weekend of October 16th and 17th, 2021, at the Avenue Viera, Viera, FL. Our unique event inspires the Central Florida community, sponsors, artists, and up-and-coming talents to cultivate and promote fine arts on the Space Coast. We also seek to promote the arts among students from local schools.

**\*\*How will grant funds be used? Check all that apply\*\***

Marketing

**Total number of attendees for FY2018-2019**

10,000

**Total number of out-of-county attendees for FY2018-2019**

1,600

**Total number of attendees for FY2017-2018**

10,000

**Total number of out-of-county attendees for FY2017-2018**

2,500

Please select the one category below for which funding is requested.

**Grant Category**

Festivals

## Proposal Budget

Please download the Proposal Budget here: <https://www.artsbrevard.org/wp-content/uploads/2021/06/22-wizehive-proposal-budget-2.xlsx>, complete it and upload it below. **All applicants must complete Proposal Budget. Please be sure to specify how County funds will be expended.**

**Add additional lines under line-item categories as needed to detail line-item budget in downloaded template.**

**Upload Proposal Budget**

Space Coast Art Festival 22 wizehive proposal budget 2.xlsx

## Narrative Questions

**Please describe your proposed event(s)/activities for which you are seeking funding. Please address the following question: What does your event(s)/activities bring to Brevard County to promote the Space Coast as a cultural destination? Please be concise and brief with 3,000 characters or less.**

**Maximum 3,000 characters**

The Space Coast Art Festival® (SCAF) is a true FINE ART festival. All participants are juried in by a panel of art specialists. Our judges are also art professionals with Master of Fine Arts degrees that are full-time employees of institutions focused on the arts. Consequently, the show tends to attract cultured, affluent patrons who have the resources to spend on travel and art.

In our last iteration, we hosted 56 juried artist displays; including artists from 10 different states, who presented displays in 10 different categories. 26 of these artists have participated in our previous shows. (This blend of repeat artists provides for a consistent following, while new artists keep the show fresh and interesting.) Their displays were visited by hundreds of people, who came in from all over Central Florida and beyond.

We also provide a venue for burgeoning student talent. To that end, our student art show hosts kids from throughout the county and provides a venue for children (from public, private, and homeschools) to display and compete for cash prizes. The most recent student program consisted of:

- 153 Students displayed 453 pieces of artwork
- Student robotics demonstration
- Student "Volunteer T-shirt" art contest
- Children's Hands-On art, guided by adult artists on-site

**Do the event(s)/activities possess any unique cultural qualities that will create publicity opportunities on a regional or national level to promote the Space Coast as a cultural destination. Please describe in detail.** Please be concise and brief with 3,000 characters or less.

**Maximum 3,000 characters**

As a true fine art event, the Space Coast Art Festival® attracts a more cultured, economically affluent patron than most other events of its kind. Our patrons come to the festival from within the county, from throughout Florida, and around the country. For years, it has provided a venue for a higher standard of art than most other competing events, and consequently attracts discerning patrons. These people stay in local hotels, eat at local restaurants, and patronize local businesses in addition to attending the festival.

Because of the longevity and popularity of the Space Coast Art Festival®, we enjoy repeat visitors year after year, and the county business community benefits from this repeat business significantly.

**Explain in detail, what is your methodology to capture numbers of out-of-county attendees at your event(s)/activities.**

**Maximum 1,000 characters**

The number of artists calculated is based on booth occupancy. The number of patrons in attendance is based on an approximation by the (all volunteer) staff and vehicle parking. We estimate that 20-30 percent of the attendees at past shows were from outside of Brevard County based on conversations with patrons and past performance. Our volunteers conduct random surveys of patrons in an effort to discern where they are from.

**Please describe your Detailed Marketing Plan uploaded below in Required Documents for FY 2021-2022 that will be used to attract out-of-county visitors to your event(s)/activities. If possible, please include a projected number of out-of-county overnight stays and spending of event attendees.**

*In this section please discuss the elements of your Marketing Plan, such as target audiences, paid media, social media, public relations efforts, etc.*

**Maximum 3,000 characters**

Our marketing plan is highly organized and targeted. We advertise systematically with: Art- Linx; "Where The Shows Are"; Juried Art Services; Brevard Live Magazine; HomeTown News; Florida Today; Space Coast Daily News Magazine, Brevard Productions; Viera Voice; and Best Bets.

On the web we promote the show through the SCAF Facebook page (including live Facebook feeds before and during the show); SCAF Website; work with the Brevard Cultural Alliance; and, the Tourist Development Council designated out-of-county Advertising. (Thanks to the TDC's generosity in the past, we have always targeted out-of-county patrons with our ad campaigns very successfully.)

Our media specialist, Alex Bean, is a social media advertising consultant and website designer in his professional life and brings those skills to bear for SCAF 2021.

We have also conferred with Media Consultant, Alycia Pollock, who has proposed a very extensive upgrade to our marketing efforts (attached). We are still in discussions with Ms. Pollock as to implementing any or all of her proposals. Budget will be a significant consideration in this calculation.

## Required Documents to Upload

### IRS determination letter

IRS Determination Letter-Tax Exemption 501 (3) form.pdf

### Florida Department of State, Division of Corporations Detail by Entity Name Report

SCAF on Sunbiz.pdf

### Detailed Marketing Plan

SCAF 2021 Marketing Plan.docx

## Support Materials

Support materials provide panelists with a more complete picture of the applicant organization and are optional but strongly encouraged. Limit of 5 support material files.

**Please electronically upload all support materials.** File types supported include: .doc, .docx, rft, xls, xlsx, ppt, pptx, png, jpg, gif, tif, txt, avi, mpg, and mov.

### Optional support material file

SCAF\_ProgramGuide\_2019-final.pdf

### Optional support material file

Space Coast Art Festival website.pdf

### Optional support material file

Space Coast Art Festival \_ Facebook.pdf

### Optional support material file

### Optional support material file

### Optional support material file

**If there is any additional information or explanation you would like to provide to reviewers, please do so here. Please be concise and brief with 1,000 characters or less.**

**Completion of this section is optional, but can be useful for reviewers.**

### Additional Information

This is a well-established, well-run program that truly promotes artistic and cultural expression. It brings in people from all over the country and in fact, is known internationally. It relies solely on its volunteer staff and community support to continue bringing high-quality, culturally diverse art to the people of Brevard County. In so doing, it promotes tourism and supports local business.

### Statement of Responsibility

### Certification and Submission

**By submitting this application, I attest that I have full authority to submit this grant request and I certify the information contained in this application, including all budget and financial and tax information, attachments and support materials, is true and correct to the best of my knowledge and that we will abide by all legal, financial, and reporting requirements. I further attest that I have read the guidelines, including reimbursement and reporting requirements and deadlines, and will comply with all of the before mentioned if funding is awarded to our organization.**

Authorized Representative:

### Name

Gary S. Coffman

### Title

Board Member

### Text

## Applications: File Attachments

---

### **Upload Proposal Budget**

Space Coast Art Festival 22 wizehive proposal budget 2.xlsx

### **IRS determination letter**

IRS Determination Letter-Tax Exemption 501 (3) form.pdf

### **Florida Department of State, Division of Corporations Detail by Entity Name Report**

SCAF on Sunbiz.pdf

### **Detailed Marketing Plan**

SCAF 2021 Marketing Plan.docx

### **Optional support material file**

SCAF\_ProgramGuide\_2019-final.pdf

### **Optional support material file**

Space Coast Art Festival website.pdf

### **Optional support material file**

Space Coast Art Festival \_ Facebook.pdf



<b>Organization Name:</b>		
<b>PROPOSAL BUDGET: Next Fiscal Year Projections</b>		
<b>Projected Expenses:</b>		
	<b>Next Year Projected Expenditures</b>	<b>How will Grant Funds be allocated?</b>
Personnel - Administrative	\$ -	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 17,500	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 18,000	\$ 2,500
Space Rental/Rent/Mortgage	\$ 8,000	\$ -
Insurance	\$ 3,000	\$ -
Equipment Purchase/Office Supplies	\$ -	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ -	\$ -
Contract Services/Fees	\$ -	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 24,900	\$ -
Subtotal Grant Funds		\$ 2,500
<b>Total Projected Expenses</b>	<b>\$ 71,400</b>	
<b>Projected Income:</b>		
Admissions (Booth fees)	\$ 43,750	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 1,000	
Corporate Contributions	\$ 1,200	
Government Support - Federal	\$ 13,000	
Government Support - State	\$ -	
Government Support - Local	\$ -	
Foundation Support	\$ -	

Sheet1

Other Income	\$	13,000	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	71,950	

IRS Letter of Determination for 501(3) Tax Exemption:

P. O. BOX 2508  
CINCINNATI, OH 45201

Date: JUN 06 2000

SPACE COAST ART FESTIVAL INC  
PO BOX 320135  
COCOA BEACH, FL 32932

Employer Identification Number:  
59-1562006  
DLN:  
17053127736030  
Contact Person:  
REBECCA S BOWDEN ID# 31183  
Contact Telephone Number:  
(877) 829-5500  
Our Letter Dated:  
January 1996  
Addendum Applies:  
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

Steven T. Miller

Steven T. Miller  
Director, Exempt Organizations



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

## Detail by Entity Name

Florida Not For Profit Corporation  
SPACE COAST ART FESTIVAL, INC.

### Filing Information

<b>Document Number</b>	722443
<b>FEI/EIN Number</b>	59-1562006
<b>Date Filed</b>	01/13/1972
<b>State</b>	FL
<b>Status</b>	ACTIVE
<b>Last Event</b>	AMENDMENT
<b>Event Date Filed</b>	03/01/1995
<b>Event Effective Date</b>	NONE

### Principal Address

166 CENTER STREET  
CAPE CANAVERAL, FL 32920

Changed: 03/12/2021

### Mailing Address

PO BOX 146  
CAPE CANAVERAL, FL 32920

Changed: 04/08/2019

### Registered Agent Name & Address

GRIGSBY, MARILYN W.  
26 Danube River Drive  
COCOA BEACH, FL 32931

Name Changed: 03/12/2021

Address Changed: 03/12/2021

### Officer/Director Detail

#### **Name & Address**

Title VP

McGinley, Liz  
166 CENTER STREET  
CAPE CANAVERAL, FL 32920

## Title P

grigsby, marilyn  
166 CENTER STREET  
CAPE CANAVERAL, FL 32920

## Title DS

ARENDAS, Edna Ann "Chickie"  
166 CENTER STREET  
CAPE CANAVERAL, FL 32920

**Annual Reports**

Report Year	Filed Date
2019	04/08/2019
2020	06/01/2020
2021	03/12/2021

**Document Images**

<a href="#">03/12/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/01/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/08/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/09/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/17/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/15/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/08/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/05/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/21/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/07/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/08/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/28/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/06/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/27/2008 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/01/2007 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/05/2006 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/07/2005 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/03/2004 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/17/2003 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/26/2002 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/20/2001 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/07/2000 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/22/1999 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/22/1998 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">08/01/1997 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">09/10/1996 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/26/1995 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>

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Florida Department of State, Division of Corporations

**2021 FLORIDA NOT FOR PROFIT CORPORATION ANNUAL REPORT**

DOCUMENT# 722443

**Entity Name:** SPACE COAST ART FESTIVAL, INC.**Current Principal Place of Business:**166 CENTER STREET  
CAPE CANAVERAL, FL 32920**Current Mailing Address:**PO BOX 146  
CAPE CANAVERAL, FL 32920 US**FEI Number:** 59-1562006**Certificate of Status Desired:** No**Name and Address of Current Registered Agent:**GRIGSBY, MARILYN W.  
26 DANUBE RIVER DRIVE  
COCOA BEACH, FL 32931 US*The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.***SIGNATURE:** MARILYN W. GRIGSBY

03/12/2021

Electronic Signature of Registered Agent

Date

**Officer/Director Detail :**

Title	VP
Name	MCGINLEY, LIZ
Address	166 CENTER STREET
City-State-Zip:	CAPE CANAVERAL FL 32920

Title	P
Name	GRIGSBY, MARILYN
Address	166 CENTER STREET
City-State-Zip:	CAPE CANAVERAL FL 32920

Title	DS
Name	ARENDAS, EDNA ANN "CHICKIE"
Address	166 CENTER STREET
City-State-Zip:	CAPE CANAVERAL FL 32920

*I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 617, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.*

**SIGNATURE:** MARILYN W. GRIGSBY

PRESIDENT

03/12/2021

Electronic Signature of Signing Officer/Director Detail

Date



# Space Coast Art Festival 2021

## Proposed Marketing Plan

PRESENTED TO:

Space Coast Art Festival Board of Directors

PRESENTED BY:

Alycia Pollock  
Owner, RFP Marketing  
hello@rfpmarketing.com  
321 501 8532

# Introduction

Hello Board of Directors –

## ABOUT ME

- Brevard Native
- 10+ year Strategic Marketing and Creative Communications Professional
- Owner of *RFP Marketing, The Construction Marketing Experts*
- Photographer (live music)

## EVENT-SPECIFIC EXPERIENCE

- SMPS Central Florida AEC Art Gala
- Berman Hopkins Wines Around the World
- Associated Builders and Contractors Tradeshow

## MARKETING PLAN DESCRIPTION

A marketing plan is a strategic roadmap used to organize, execute and track marketing strategy over a given period of time. Marketing plans can include separate marketing strategies for the various marketing teams across the project but all of them work toward the same overarching goals.

## MARKETING PLAN VOCABULARY

- Goal – A broad primary outcome
- Strategy – The approach you take to achieve a *goal*
- Objective – A measurable step you take to achieve a *strategy*
- Tactic – A tool you use in pursuing an *objective* associated with a *strategy*

I look forward to working with each of you and encourage you to contact me with any questions you may have.

Regards,

Alycia Pollock  
alyciapollock1@gmail.com  
3215018532

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## Goal 1: Revitalize

### Strategy: Revitalize Event Brand

*Bold, modern branding to communicate a freshly revitalized event that promotes participation and attendance through clear calls to action*

#### Objective 1A: Collateral Suite

- *Tactic: Poster redesign*

Redesign a poster (Adobe Photoshop) that communicates a revitalized event identity – [See Appendix D](#)

- *Tactic: Call to action collateral redesign*

Redesign printed and web collateral (Adobe Illustrator) to match poster

- *Tactic: Booklet redesign*

Redesign event booklet (Adobe InDesign) for visual appeal, ease of use and maximizing space/content

- *Tactic: Social media graphics*

Redesign branded content for Facebook, Instagram and Twitter to include various posts, stories, header images, profile images, etc. to create visual appeal, brand recognition and user engagement

#### Objective 1B: Printed Materials

- *Tactic: Printer sponsorship*

Secure printer with in-kind sponsorship to decrease printing costs and/or maximize value

- *Tactic: Material distribution*

Distribute flyers, posters, etc. to local businesses and engage management while delivering

#### Objective 1C: Web Presence

- *Tactic: New website*

New web design and site host—Squarespace

- *Tactic: Social media*

Utilize social media to reach a wider audience and increase attendance through engagement

- Content

Relevant, useful information such as call to artists, approaching deadlines, judge bios, artist spotlights, volunteer recognition, sponsor highlights

- Engagement

Engage audience through comments and direct messages to ensure proper distribution of accurate information in support of event attendance

--- END OF SECTION ---

## Goal 2: Recruit

### Strategy: Recruit Participants

*Recruit diverse event participants for 2021 and continued participation beyond this year*

#### Objective 2A: Artists

- *Tactic: Target young artists*  
Engage artists early to encourage repeat exhibiting
- *Tactic: Spotlight Black artists*  
Engage an underserved portion of Brevard citizens

#### Objective 2B: Volunteers

- *Tactic: Student volunteers*  
Recruit students from Florida Tech, high school seniors, etc. to work as volunteers

#### Objective 2C: Attendees

- *Tactic: Vendor spotlights*  
Entice attendees with information about food and beverage vendors
- *Tactic: Canvas local businesses*  
Interact with target audience through local businesses (coffee houses, etc.) to encourage attendee turnout

--- END OF SECTION ---



## Goal 3: Publicize

### Strategy: Publicize Calls to Action

*Calls to action include Call for Artists, Vendor Registration, Attendance Advertisements, Sponsorship Opportunities, etc.*

#### Objective 3A: Media

- *Tactic: Print*  
Approach local print media outlets to request publicity – [See Appendix B](#)
- *Tactic: Radio*  
Approach local radio stations to request publicity – [See Appendix A](#)
- *Tactic: Web*
  - Full suite of graphics for web and social media outlets
  - Engage followers

#### Objective 3B: Sponsorships

- *Tactic: Restructure sponsorship levels*  
Establish realistic, obtainable goals – [See Appendix C](#)

#### Objective 3C: Correspondence

- *Tactic: Email Updates*  
Discontinue newsletter, replace with brief email updates (MailChimp)

--- END OF SECTION ---

## Appendix A

### Brevard County Radio Stations

#### ADULT CONTEMPORARY

- WGYL-FM (93.7): The Breeze, 772-794-7748 or wgylfm.com
- WFHA-FM (94.1): Variety, smooth jazz, oldies, hits from the '70s, '80s and '90s; 321-345-0941 or 941fm.net
- WMMO-FM (98.9): Soft rock 'n' roll, lost 1970s; 321-281-2000 or wmmo.com
- WLRQ-FM (99.3): Adult contemporary and light rock; 321-632-LITE (5483) or literock993.com
- WJKD-FM (99.7): Adult hits, '70s, '80s and '90s; 772-567-0937 or 997jackfm.com
- WLOQ-FM (102.5): Smooth jazz; 407-916-7800 or 1025wloq.com
- WMGF-FM (107.7): Adult contemporary and light rock; 407-916-7800 or magic107.com

#### CONTEMPORARY HITS

- WXXL-FM (106.7): Contemporary hits; 407-919-1067 or xl1067.com
- KISS-FM (95.1): Top 40, hip-hop, contemporary hits; 321-821-7100 or mykiss951.com
- WOMX-FM (105.1): Adult contemporary of '80s, '90s and today; mix1051.com
- WAOA-FM (107.1): Contemporary, Top 40; 321-984-1071 or wa1a.com
- WJHM-FM (101.9): Top 40, contemporary; 1019ampradio.com
- WGRZ-FM (93.1) Melbourne and the beaches, and (103.3) Palm Bay and Cocoa Beach: Smooth jazz and jazz; 321-951-9310 or thegroove.org

#### COUNTRY MUSIC

- WHKR-FM (102.7): Country Top 40 and country classics; 321-984-1000 or nashfm1027.com
- WWKA-FM (92.3): Country Top 40, country classics; 407-298-9292 or k92fm.com
- NEWS & TALK
- WDBO-FM (96.5): News and talk shows with Sean Hannity and more; 321-281-2000 or 580wdb.com
- WMEL-AM (1300): News, sports and talk shows; 321-631-1300 or 1300wmel.com
- WFLA-AM (540) and WFLA-FM (102.5): News and talk shows; 407-916-5400 or 1045wfla.com
- WMMB-AM (1240) and (1350): News and talk shows with local and national figures; 321-821-7100 or wmmbam.com
- WTTB-AM (1490): Newsradio, Glenn Beck and others; 772-567-0937 or wttbam.com
- WTKS-FM (104.1): talk shows weekdays, Jim Philips, Monsters in the Morning; 407-916-7800 or realradio.fm

#### NOSTALGIA

- WOSN-FM (97.1): Ocean FM; 772-567-0937 or wosnfm.com

#### OLDIES

- WSBH-FM (98.5): The Beach, oldies; 321-752-9850 or beach985.com
- WQOL-FM (103.7): Oldies; 772-335-9300 or oldies1037fm.com
- WOCL-FM (105.9): Oldies from the '70s and '80s; 407-919-1349 or 1059sunnyfm.cbslocal.com

## PUBLIC RADIO

- WFIT-FM (89.5): Jazz, blues, adult contemporary and NPR news; 321-674-8950 or wfit.org
- WMFE-FM (90.7): News and entertainment from NPR, and classical music on 90.7 HD2; 407-273-2300 or wmfe.org

## RELIGIOUS

- WDMC-AM (920): Catholic, advice and religious news; 321-757-7717 or divinemercyradio.com
- WRMQ-AM (1140): Gospel music; 407-834-0909 or rejoice1140.com
- WWBC-AM (1510) or W234BI-FM (94.7): Christian talk, gospel music on weekends; 1510wwbc.com
- WCIF-FM (106.3): Christian talk and music; 321-725-9243 or wcif.com
- WSCF-FM (91.9): Contemporary Christian rock; christianfm.com
- WMIE-FM (91.5): modern worship, contemporary Christian; 321-632-1000 or wmiefm.com
- WEJF-FM (90.3): God's Gift radio network, ggrn.info
- WPOZ-FM (88.3): Contemporary Christian hits; 407-682-8888 or zradio.org

## ROCK

- WJRR-FM (101.1): Active and alternative rock, 407-916-1011 or wjrr.com
- WTKS-FM (104.1): Modern rock on weekends
- SPANISH
- SALSA (98.1): Contemporary Latin hits, Spanish news; 407-774-2626 or salsa981.com
- WRUM-FM (100.3): Spanish/Caribbean music; 407-916-1003 or rumba100.com

--- END OF SECTION ---

## Appendix B

### Brevard County Periodicals

- Florida Today
- Space Coast Daily
- Space Coast Living
- Everything Brevard Magazine
- Spotlight Brevard

--- END OF SECTION ---