

## Profiles: American Police Hall of Fame & Museum

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**Organization Name**

American Police Hall of Fame & Museum

**Name**

Tara Dixon Engel

**Email**

Tarae@aphf.org

**Phone**

321-264-0911

**Address Line 1**

6350 Horizon Drive

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

Titusville

**State**

Florida

**Zip Code**

32780

**User Login**

Tarae@aphf.org

## Profile

US Space Walk of Fame Foundation

## 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 for Everyone

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

\$671,584

**Organization Name**

US Space Walk of Fame Foundation Inc dba American Space Museum

**Mailing Address:**

308 Pine Street

**City: State: Zip Code:**

Titusville, FL 32796

**Federal Employer ID #:**

59-3267408

**Web Site:**

www.spacewalkoffame.com

**Organization Telephone:**

321-264-0434

**Organization Email:**

info@americanspacemuseum.org

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

Angie Roberts

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

727-457-9861

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

angie@americanspacemuseum.org

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

Karan Conklin

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

321-514-0883

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

karan@americanspacemuseum.org

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

The primary grant-funded activity advertising to bring visitors to the museum and Brevard County and support to our programs. See narrative questions for further detail about what we will be advertising.

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

Artistic Services, Materials/Supplies, Marketing

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

4,176

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

2,622

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

5,162

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

3,235

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

**Grant Category**

Other

## 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**

FY21.22 ASM Proposed Budget workbook.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**

Brevard County, with its rich history steeped in space endeavors, is a fantastic destination to begin with, but now that the space industry has really ramped up and continues to offer exciting plans ahead, it offers a much bigger tourism draw. The American Space Museum is a venue driven destination that is in sync with this trend. We celebrate the history of these adventures and what it took to get us to this point, but we also enthusiastically share and work to inspire the continuation of these efforts. Available to the public year-round, people plan their vacations to this area with our museum in mind.

Programs to be supported and promoted include our monthly “Celebration Series” which highlights various aspects of America’s space history, such as diversity, astronomy, STEM education, and teachers who have flown in space, the various space flight programs, use of animals in space, an exploration of climate change and the search for life beyond our planet.

Using our collaborations with other local groups including artists, camera clubs, astronomy groups, space enthusiasts and workers, NASA, many nearby corporations involved in space industry, other non-profits and museums, we are able to draw on a wealth of knowledge and networking resources to create more dynamic offerings that have a longer reaching benefit for the cultural interests of our area. These partnerships also enable us to put forth educational offerings. Many school groups from, not only the Central Florida area but all over the world, plan field trips to this area because of these offerings. Before COVID, we regularly welcomed local, regional and international students who planned journeys to this area with experiences at our museum planned (in addition to other adventures). Aimed at capturing imagination and encouraging the wonder that exploration and the space program hold, it is understandable why so many teachers and students want to participate!

All of this indeed promotes Brevard County as a favored cultural destination. We propose using the grant funds to expand our paid advertising efforts. We would like to be able to place these ads in proximity to news, articles and other materials aimed at those interested in information about the exciting upcoming launches. The museum will continue to use many forms of advertising to highlight our offerings, and by extension, all the Space Coast has to offer. This includes our greatly expanded use of online resources. Over the last year, using live social media videos and interactions, we have been able to connect with a far larger audience than before, encompassing an ever-widening group of people who otherwise might never have discovered us or our wonderful area. Our advertising goes out via television, radio, social media ads & interactions, live videos, in publications, posters, word of mouth, amazing reviews and throughout our wide network of connections with others working toward similar goals.

**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 museum and its programs are able to provide a unique perspective on the space program. We include not only the big programs, such as Apollo and the Space Shuttle, but also the personal stories of the workers. Most of our docents spent decades working at the Kennedy Space Center and provide unique insights into the work that went on there.

The special event series, educational field trip offerings and our own specific and unique place even in the space museum community (being all about the stories and people who lived the adventure of those first space journeys and everything that has happened since), as our own offerings gain traction in tandem with those of the Artemis (and other) missions, we automatically are in a place that the media will want to grab on to these stories. Given that we celebrate the history of these adventures and what it took to get us to this point, we also have the unique opportunity to enthusiastically share about what makes Brevard County unique and why everyone should want to visit here.

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

**Maximum 1,000 characters**

When visitors enter the museum, they are asked to provide their zip codes. This information is entered on a form, along with how many people are in the group. This allows us to track both the number of guests and how many are from how far away. This is an established practice with us that has been in place for many years. When there are special events with much larger crowds, we set the people at the front in teams so that no one is missed. The only exception to this rule is during launch events at our offsite, outdoor venue on the river. During that time we can only estimate the number of people in attendance.

**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**

In order to attract a large, diverse group of out-of-county visitors to the museum, our marketing plan is also diverse. This includes our greatly expanded use of online resources. Over the last year, using live social media videos and interactions, we have been able to connect with a far larger audience than before, encompassing an ever-widening group of people who otherwise might never have discovered us or our wonderful area.

We will release television, radio, newspaper, magazine and social media advertising spots that give the public an up to date understanding of what we have to offer. We will regularly check in with our connections with local media experts that support our museum to keep the quality and focus of our releases at their highest potential. We will continue to place our rack cards & use transparency slots in 2 prominent VISIT FLORIDA state welcome centers. We will continue to use ads in the Space Coast Fun Guide and in Orlando Family Magazine.

In addition to paid advertising, we also utilize unpaid advertising via press releases distributed to local media via community calendars on several television and radio stations, local event notification websites (& our own website), through the Cocoa Beach and Titusville Chambers of Commerce, utilizing the Orlando Sentinel, Florida Today and Hometown News newspapers and regular Constant Contact emails to those who have chosen to subscribe to our newsletters and updates. We will continue to use our social media feeds, events and post promotions, interviews with local media personalities, throughout our wide network of connections with others working toward similar goals and of course communications from both Brevard county residents and visitors by social media, posted reviews and word-of-mouth.

Finally, the use of grant funds to expand our paid advertising efforts will place these ads in proximity to news, articles and other materials aimed at those interested in information about the exciting upcoming launches.

**Required Documents to Upload**

**IRS determination letter**

1996-05-21 IRS 501c3 DETERMINATION LETTER .jpg

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

SunBiz 2021 Annual Report and Detail by Entity Name.pdf

**Detailed Marketing Plan**

FY2122 ASM Marketing Plans.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**

Mad Science Darin Roberts with kids.jpg

**Optional support material file**

20190720\_114119.jpg

**Optional support material file**

**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

Our numbers since 2017-18 and 2018-19 have significantly increased. In 2019-20 and 2020-21, even despite COVID, we are tracking much more than triple the numbers from that timeframe. Feel free to check the previous applications for verification of this. We ask please that you take that into consideration when choosing which funding category to place our organization into.

### 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**

Angie Roberts

**Title**

Executive Assistant

**Text**

## Applications: File Attachments

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### Upload Proposal Budget

FY21.22 ASM Proposed Budget workbook.xlsx

### IRS determination letter

1996-05-21 IRS 501c3 DETERMINATION LETTER .jpg

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

SunBiz 2021 Annual Report and Detail by Entity Name.pdf

### Detailed Marketing Plan

FY2122 ASM Marketing Plans.docx

### Optional support material file

Mad Science Darin Roberts with kids.jpg

### Optional support material file

20190720\_114119.jpg

<b>Organization Name:</b>	US Space Walk of Fame Foundation	
	dba American Space Museum	
<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	\$ 125,000	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ 300	\$ 1,000
Marketing/Communications (inc. printing & advertising)	\$ 10,000	\$ 8,000
Space Rental/Rent/Mortgage	\$ 22,694	\$ -
Insurance	\$ 5,100	\$ -
Equipment Purchase/Office Supplies	\$ 5,200	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 2,500	\$ 500
Contract Services/Fees	\$ 700	\$ 500
Collections/Acquisitions	\$ 400	\$ -
Other Operating Expenses	\$ 500,000	\$ -
Subtotal Grant Funds		\$ 10,000
<b>Total Projected Expenses</b>	\$ 671,894	
<b>Projected Income:</b>		
Admissions	\$ 20,700	
Memberships/Tuition	\$ 11,800	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 7,500	
Corporate Contributions	\$ 3,000	
Government Support - Federal	\$ -	
Government Support - State	\$ 11,300	
Government Support - Local	\$ 10,000	

Sheet1

Foundation Support	\$	5,000	
Other Income	\$	610,000	
Applicant Cash	\$	-	
<b>Total Projected Income</b>	\$	679,300	





INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
401 W. PEACHTREE ST. NW  
ATLANTA, GA 30365

DEPARTMENT OF THE TREASURY

Date: FEB 21 1996

U S SPACE WALK OF FAME FOUNDATION  
INC  
C/O LOYS WARD  
P O BOX 6385  
TITUSVILLE, FL 32781-6385

Employer Identification Number:  
59-3267408

Case Number:  
585360063

Contact Person:  
ROBERTA VAN METER

Contact Telephone Number:  
(404) 331-0185

Accounting Period Ending:  
June 30

Form 990 Required:  
Yes

Addendum Applies:  
Yes

Dear Applicant:

Based on information 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).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(2).

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

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration 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).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the 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.

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)(2) 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)(2) organization.

Letter 947 (DO/CG)

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

DOCUMENT# N94000000114

**Entity Name:** U.S. SPACE WALK OF FAME FOUNDATION, INC.**Current Principal Place of Business:**308 PINE ST  
TITUSVILLE, FL 32796**Current Mailing Address:**308 PINE STREET  
TITUSVILLE, FL 32796 US**FEI Number:** 59-3267408**Certificate of Status Desired:** No**Name and Address of Current Registered Agent:**BURDINE, T  
410 INDIAN RIVER AVE  
TITUSVILLE, FL 32796 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:**

Electronic Signature of Registered Agent

Date

**Officer/Director Detail :**

Title CHAIRMAN OF THE BOARD  
Name MARS, CHARLIE  
Address 516 BOXWOOD LN  
City-State-Zip: NEW SMYRNA FL 32168

Title TREASURER  
Name KING, BONNIE  
Address 1945 HOLT DR.  
City-State-Zip: MERRITT ISLAND FL 32952

Title EXECUTIVE DIRECTOR  
Name CONKLIN, KARAN  
Address 730 GLADE ROAD  
City-State-Zip: TITUSVILLE FL 32780

Title VICE CHAIRMAN  
Name OSTARLY, LARRY  
Address 3758 IMPERATA DR.  
City-State-Zip: ROCKLEDGE FL 32955

Title SECRETARY  
Name STEVE, LLOYD  
Address 190 S. SYKES CREEK PKWY  
STE. 3  
City-State-Zip: MERRITT ISLAND FL 32952

*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:** KARAN CONKLIN**EXECUTIVE DIRECTOR****01/08/2021**

Electronic Signature of Signing Officer/Director Detail

Date



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

## Detail by Entity Name

Florida Not For Profit Corporation

U.S. SPACE WALK OF FAME FOUNDATION, INC.

### Filing Information

**Document Number** N94000000114

**FEI/EIN Number** 59-3267408

**Date Filed** 01/10/1994

**State** FL

**Status** ACTIVE

### Principal Address

308 Pine St  
TITUSVILLE, FL 32796

Changed: 03/21/2014

### Mailing Address

308 Pine Street  
TITUSVILLE, FL 32796

Changed: 01/03/2017

### Registered Agent Name & Address

BURDINE, T  
410 Indian River Ave  
Titusville, FL 32796

Name Changed: 02/27/2003

Address Changed: 03/30/2016

### Officer/Director Detail

#### **Name & Address**

Title CHAIRMAN OF THE BOARD

MARS, CHARLIE  
516 BOXWOOD LN  
NEW SMYRNA, FL 32168

Title Treasurer

King, Bonnie  
1945 Holt Dr.  
Merritt Island, FL 32952

Title Executive Director

Conklin, Karan  
730 Glade Road  
Titusville, FL 32780

Title VICE CHAIRMAN

Ostarly, Larry  
3758 Imperata Dr.  
Rockledge, FL 32955

Title Secretary

Steve, Lloyd  
190 S. Sykes Creek Pkwy  
Ste. 3  
Merritt Island, FL 32952

#### **Annual Reports**

<b>Report Year</b>	<b>Filed Date</b>
2019	02/07/2019
2020	01/28/2020
2021	01/08/2021

#### **Document Images**

<a href="#">01/08/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/28/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/07/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/02/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/03/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/30/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/12/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/21/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/25/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/17/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/10/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/25/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/19/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/04/2008 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/02/2007 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/28/2006 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/04/2005 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/16/2004 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>

<a href="#">02/27/2003 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/05/2002 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/12/2001 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/14/2000 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/17/1999 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/06/1998 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">08/14/1997 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/21/1996 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>

Florida Department of State, Division of Corporations

In order to attract a large, diverse group of out-of-county visitors to the museum, our marketing plan is also diverse. This includes our greatly expanded use of online resources. Over the last year, using live social media videos and interactions, we have been able to connect with a far larger audience than before, encompassing an ever-widening group of people who otherwise might never have discovered us or our wonderful area.

We will release television, radio, newspaper, magazine and social media advertising spots that give the public an up to date understanding of what we have to offer. We will regularly check in with our connections with local media experts that support our museum to keep the quality and focus of our releases at their highest potential. We will continue to place our rack cards & use transparency slots in 2 prominent VISIT FLORIDA state welcome centers. We will continue to use ads in the Space Coast Fun Guide and in Orlando Family Magazine.

In addition to paid advertising, we also utilize unpaid advertising via press releases distributed to local media via community calendars on several television and radio stations, local event notification websites (& our own website), through the Cocoa Beach and Titusville Chambers of Commerce, utilizing the Orlando Sentinel, Florida Today and Hometown News newspapers and regular Constant Contact emails to those who have chosen to subscribe to our newsletters and updates. We will continue to use our social media feeds, events and post promotions, interviews with local media personalities, throughout our wide network of connections with others working toward similar goals and of course communications from both Brevard county residents and visitors by social media, posted reviews and word-of-mouth.

Finally, the use of grant funds to expand our paid advertising efforts will place these ads in proximity to news, articles and other materials aimed at those interested in information about the exciting upcoming launches.









## Profiles: US Space Walk of Fame Foundation

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**Organization Name**

US Space Walk of Fame Foundation

**Name**

Angie Roberts

**Email**

angie@americanspacemuseum.org

**Phone**

321-264-0434

**Address Line 1**

308 Pine Street

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

Titusville

**State**

Florida

**Zip Code**

32796

**User Login**

info@americanspacemuseum.org

## Profile

Brevard Ballet Youth Company

## 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**

Brevard Ballet Youth Company - Swan Lake Production 2022

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

\$60,575

#### **Organization Name**

Brevard Ballet Youth Company

#### **Mailing Address:**

1395 Highland Ave

#### **City: State: Zip Code:**

Melbourne, FL 32935

#### **Federal Employer ID #:**

83-4215374

#### **Web Site:**

www.bbyouthco.com

#### **Organization Telephone:**

321-622-4713

**Organization Email:**

brevardballetyouthco@gmail.com

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

Elaine Mahnensmith

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

321-334-7156

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

brevardballetyouthco@gmail.com

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

Elena Shokhina

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

321-537-9001

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

brevardballet@gmail.com

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

Brevard Ballet Youth Company is a non-for-profit organization which provides aspiring ballet dancers a safe and supportive environment in which to develop their art-form. In May of 2022, Artistic Director Elena Shokhina will stage the classical ballet "Swan Lake" to be performed by members of our youth company. This production will be cast using young dancers from our Brevard based youth company, and we are expecting to attract approximately 1000 attendees to the show.

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

Materials/Supplies

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

802

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

210

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

526

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

122

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

**Grant Category**

Dance

## 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**

BBYC 2021.2022 Operating 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**

In May of 2022, Artistic Director Elena Shokina (herself classically trained at the Vaganova Ballet Academy) will stage the ballet "Swan Lake", to be performed by members of our Brevard based youth company. As a new Non-for-profit youth company, formally organized in January of 2020, BBYC is still in the process of acquiring all the costuming and props needed for new productions. As we continue to grow, so does our need for additional tutu's and costumes for the young dancers. Swan Lake is new to the Brevard Ballet Youth Company's performing repertoire, new costumes and props will be required. In order to continue growing and offering superior ballet productions in Brevard County, we are in need of additional community support.

BBYC is asking for your consideration for the Cultural Grant, specifically for 20 corp de ballet tutu's, 2 principal soloist tutu's, 1 prince jacket, 2 soloist Pas De Troix tutu's, 5 Bride Costumes, 1 Robber, 1 Jester and 1 Spanish bride tutu. We have located a seamstress in Brevard County that is able to meet our needs for costuming, and we have attached her proposal for your consideration. Staging a new production is no easy feat for the artistic team, and we are hopeful to have costuming that mirrors the superior quality of the youth company's performance ability. We would be using all grant funds received to support the \$10,000 seamstress invoice for the new costumes.

In the last 4 years, BBYC has brought 2 full length ballet productions to Brevard County, of which 24% of our attendees were out of town guests coming to see the dancers perform. All previous productions have all been funded by generous donors and we have never before received grant funding. It is our mission to keep the art of ballet alive in the community and offer productions in Brevard County that compare to those in larger markets. Our goal is to keep tickets affordable for our community, in an effort to enhance exposure to the art of ballet, while allowing those from all walks of life an opportunity to enjoy a night at the theater.

**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 original production of "Swan Lake" was choreographed in 1877 by Chez ballet choreographer Julius Reisinger, and was performed by the Russian Bolshoi Ballet company. Artistic Director Elena Shokina is a Russian trained Vaganova Academy Graduate who grew up dancing Swan Lake's original choreography in Russia. This year she will re-stage the ballet using BBYC's dancers. Elena brings the tradition of Russian ballet to all of her productions. We are fortunate to have such superior leadership for the youth company, which innately drives prestige for the art form in Brevard County. BBYC is frequently featured in local magazines such as Everything Brevard, Brevard Live and 321 Sports Magazine. (See most recent article attached)

Elena has an international reputation, due to her tenure as a professional ballerina based in Russia – first with the Saint Petersburg State Academic Yacobson Ballet Theatre, and later, with the St. Petersburg Ballet. At both companies, Elena quickly advanced to principal status and gained a wealth of global experience traveling to perform in major theaters around the world. As such BBYC's audiences span the world. In order to meet the needs of our audience, we have begun to Livestream our shows, and as a result have captured viewership data. We have found our audiences to be worldwide, including Australia, Japan, Colombia, United Kingdom and Egypt. As the only Youth Ballet Company in Brevard County, we are proud to offer world class training for our dancers, which draws attention from various regional markets. We frequently have dancers from other ballet studios in Orlando and Tampa come for production auditions. BBYC has a training partnership with Dimensions Ballet Company in Miami, has fostered an educational partnership between Eau Gallie High School theater students and our in-house stage manager from the Mariinsky Theater, and our senior dancers attend national ballet competitions across the U.S., where the youth company receives publicity outside of Brevard County. BBYC is quickly becoming well known in the ballet community as a pillar of success for youth ballet and a company that develops professional dancers.

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

**Maximum 1,000 characters**

For the last four years, BBYC has used Eventbrite to sell and distribute tickets for our productions, so we are able to pull "attendee reporting" by zip codes from ticket sales, and determine which tickets were purchased from outside Brevard County. Here is a breakdown of our attendance since 2017/2018 fiscal year:

December 10, 2017, 366 tickets sold, with 81 total out of county, 22%  
May 26, 2018, 160 tickets sold, with 41 total out of county, 25%

December 2, 2018 - 1pm, 294 tickets sold, with 67 total out of county, 22%  
December 2, 2018 - 6pm, 207 tickets sold, with 54 total out of county, 26%  
May 25, 2019, 301 tickets sold, with 89 total out of county, 29%

December 21, 2019, 214 tickets sold, with 55 total out of county, 25%  
December 22, 2019, 309 tickets sold, with 76 total out of county, 24%  
May 23, 2020 - Cinderella CXL due to Covid

December 19, 2020, 227 tickets sold, with 45 total out of county, 19%  
December 20, 2020, 228 tickets sold, with 40 total out of county, 17%  
May 22, 2021, 312 tickets sold, with 77 total out of county, 24%  
May 23, 2021, 288 tickets sold, with 68 total out of county, 23%

(We anticipated our % of out of town attendees to be low in December of 2020, due to Covid recovery, and were happy to see the recovery in May of 2021)

**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**

As the only youth Ballet Company in Brevard County, our marketing plan is tailored to growing our pre-professional program, bringing world class training to advanced students throughout the Brevard community. BBYC's mission is to grow company awareness in the community, while elevating ballet curriculum and company productions. In the 2021/2022 season, our goal is to increase company membership by 10% YOY, by further marketing production auditions to all studios in Brevard County.

The marketing plan is focused on maintaining a strong social media presence, with a goal of increasing art awareness in Brevard County, while increasing ticket sales for the 2021/2022 season. BBYC has a goal of increasing ticket sales by 40% YOY, elevating each production's show attendance from 600 to 840, and has established action plans to help us achieve our goals. As noted in our attendance history, a percentage of attendees are then forecasted to be outside Brevard County further encouraging visitors to the Space Coast.

Our primary target audience for marketing are residents of Brevard County who appreciate a cultural arts experience and typically leave Brevard to enjoy live shows. We want those individuals to know there are quality ballet productions in the community locally. It is our goal to captivate those individuals with exceptional productions, and retain fiscal spend within Brevard County. Our secondary target audience are families within Brevard County, who will both bring their children to productions, and who may also be potential company members. BBYC wants to engage with families that value higher education in the arts. In an effort to meet our goals of excellence and company growth, we want to specifically partner with the homeschool community within Brevard, to train pre-professional ballet dancers with exceptional talent.

In an effort to meet our marketing goals, we will use the following channels to connect to our target audience.

- Boost Ad's on Facebook for auditions and BBYC Special Events
- Maintain a social media calendar for both Instagram and Facebook
- Perform at local cultural events within Brevard County
- Volunteer with local charities
- Comp-Exchange with radio outlets, airtime for tickets
- Interviews regarding our productions with local print media channels
- Quarterly press releases regarding company developments

BBYC has recently created a new position for a "Resource Development Coordinator" to help manage and implement company goals. The position reports to the board and partners with the Artistic Director to set and manage timelines for action plans and fundraising. The position will meet with the AD monthly to prioritize action steps and report back with updates regarding fundraising and community involvement obligations. Leadership will meet with the board quarterly to report out on the operating budget and quarterly action plans, and will attend charitable events on behalf of BBYC.

## Required Documents to Upload

**IRS determination letter**

Brevard Ballet Youth IRS letter.jpg

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

Brevard Ballet Youth Company Detail by Entity Name.pdf

**Detailed Marketing Plan**

BBYC Marketing Plan 2021\_2022.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**

Cinderlla PDF.pdf

**Optional support material file**

62955920650\_\_D235E310-8CD3-4B2E-8B55-D0CCFD9EC018.jpeg

**Optional support material file**

62955923529\_\_37A6F717-F450-41BB-8BF4-C7BBFE8C838F.jpeg

**Optional support material file**

62955924507\_\_155FC615-449E-4A39-9637-B32CBA47581C.jpeg

**Optional support material file**

62955925938\_\_D2C47C72-3D8D-4B92-AD34-454C98D6B690.jpeg

**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**

We encourage the grant committee to review our website at <https://www.bbyouthco.com> to see more about our organization and our mission. Thank you for the consideration and we look forward to hearing back from BCA regarding the opportunity for funding.

**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**

Elaine Mahnensmith

**Title**

Resource Development Coordinator

**Text**

## Applications: File Attachments

---

**Upload Proposal Budget**

BBYC 2021.2022 Operating Budget.xlsx

**IRS determination letter**

Brevard Ballet Youth IRS letter.jpg

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

Brevard Ballet Youth Company Detail by Entity Name.pdf

**Detailed Marketing Plan**

BBYC Marketing Plan 2021\_2022.docx

**Optional support material file**

Cinderlla PDF.pdf

**Optional support material file**

62955920650\_\_D235E310-8CD3-4B2E-8B55-D0CCFD9EC018.jpeg

**Optional support material file**

62955923529\_\_37A6F717-F450-41BB-8BF4-C7BBFE8C838F.jpeg

**Optional support material file**

62955924507\_\_155FC615-449E-4A39-9637-B32CBA47581C.jpeg

**Optional support material file**

62955925938\_\_D2C47C72-3D8D-4B92-AD34-454C98D6B690.jpeg

<b>Organization Name:</b>	<i>Brevard Ballet Youth Company</i>	
<b>PROPOSAL BUDGET: Next Fiscal Year Projections</b>		
<b>Projected Expenses:</b>		<b>How will Grant Funds be allocated?</b>
	<b>Next Year Projected Expenditures</b>	
<i>Guest Dancers &amp; Per Diem</i>	\$ 7,320	\$ -
<i>Livestream</i>	\$ 1,000	\$ -
<i>Posters &amp; Programs</i>	\$ 1,850	\$ -
<i>T-Shirts</i>	\$ 2,044	\$ -
<i>Photographer</i>	\$ 510	\$ -
<i>Marketing Video Editing</i>	\$ 300	\$ -
<i>Program Editing</i>	\$ 200	\$ -
<i>Advertisement</i>	\$ 300	\$ -
<i>Video</i>	\$ 3,000	\$ -
<i>Costumes</i>	\$ 10,000	\$ 10,000
<i>Backdrops</i>	\$ 1,850	\$ -
<i>Theater Rental</i>	\$ 7,366	\$ -
<i>Uhaul</i>	\$ 450	\$ -
<i>Studio Rental Rehearsal</i>	\$ 6,060	\$ -
<i>Artistic Direction Fees</i>	\$ 20,900	\$ -
<i>Faculty Rehearsal Fees</i>	\$ 3,600	\$ -
<i>Production Management Fee</i>	\$ 2,000	\$ -
<i>Stage Management Fee</i>	\$ 3,000	\$ -
<i>Student Scholarships</i>	\$ 7,000	\$ -
<i>Prop and Production Set Rental</i>	\$ 10,000	\$ -
<b>Total Projected Expenses</b>	\$ 91,750	\$ -
<b>Projected Income:</b>		
<i>Admissions</i>	\$ 36,532	
<i>Audition Fees Nutcracker</i>	\$ 1,169	
<i>Audition Fees Spring Show</i>	\$ 1,193	
<i>Nutcracker Packages</i>	\$ 10,981	

Sheet1

<i>Spring Show Packages</i>	\$	10,235	
<i>Nutcracker Kudos &amp; Ad's</i>	\$	1,785	
<i>Spring Show Kudos &amp; Ad's</i>	\$	1,258	
<i>Lobby Sales</i>	\$	2,600	
<i>Fundraising Projects</i>	\$	3,000	
<i>Donor Contributions</i>	\$	20,000	
	\$	-	
Applicant Cash	\$	7,795	
<b>Total Projected Income</b>	\$	96,584	

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

DEPARTMENT OF THE TREASURY

Date: JAN 21 2020

BREVARD BALLET YOUTH COMPANY LLC  
1250 SEMINOLE DR  
INDIAN HARBOUR BEACH, FL 32937

Employer Identification Number:  
83-4215374  
DLN:  
29053231300029  
Contact Person:  
CHILEI CHIEN ID# 32071  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
January 30, 2019  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.





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

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[Events](#)   [Name History](#)

Detail by Entity Name

Florida Limited Liability Company  
BREVARD BALLET YOUTH COMPANY, LLC

Filing Information

Document Number	L19000031146
FEI/EIN Number	APPLIED FOR
Date Filed	01/30/2019
Effective Date	01/30/2019
State	FL
Status	ACTIVE
Last Event	LC AMENDMENT AND NAME CHANGE
Event Date Filed	04/15/2019
Event Effective Date	NONE

Principal Address

1250 SEMINOLE DR  
INDIAN HARBOUR BEACH, FL 32937

Changed: 04/15/2019

Mailing Address

1250 SEMINOLE DR  
INDIAN HARBOUR BEACH, FL 32937

Changed: 04/15/2019

Registered Agent Name & Address

IVERS, SCOTT A  
1250 SEMINOLE DR

INDIAN HARBOUR BEACH, FL 32937

Name Changed: 02/21/2019

Address Changed: 02/21/2019

Authorized Person(s) Detail

Name & Address

Title MGR

SHOKHINA, ELENA V  
1250 SEMINOLE DRIVE  
INDIAN HARBOUR BEACH, FL 32937

Annual Reports

Report Year	Filed Date
2020	06/29/2020
2021	04/28/2021

Document Images

<a href="#">04/28/2021 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">06/29/2020 -- ANNUAL REPORT</a>	View image in PDF format
<a href="#">04/15/2019 -- LC Amendment and Name Change</a>	View image in PDF format
<a href="#">02/21/2019 -- LC Amended and Restated Art</a>	View image in PDF format
<a href="#">01/30/2019 -- Florida Limited Liability</a>	View image in PDF format

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## Brevard Ballet Youth Company - Marketing Plan 2021/2022 Season

### Goals

- As the only youth ballet company in Brevard County, BBYC has a goal of growing our pre-professional program, bringing world class training to advanced students throughout the Brevard community. BBYC's mission is to grow company awareness, while elevating the ballet curriculum and company productions. In the 2021/2022 season, our goal is to increase company membership by 10% YOY, by further marketing production auditions to all studios in Brevard County.
- BBYC has a goal of bringing exceptional ballet productions to Brevard County, offering productions to the community that meet or exceed any ballet experience audience members may have in larger markets. Encouraging those that are interested in the arts to keep their financial spend within Brevard County, and support local non-for-profits.
- BBYC is dedicated to maintaining a strong social media presence, with a goal of increasing art awareness and tickets sales for the 2021/2022 season. BBYC will regularly post videos of performances, dancer scholarship highlights, audition updates, volunteer opportunities, and general information regarding productions. BBYC has a goal of increasing ticket sales by 40% YOY, increasing each production's show attendance from 600 to 840.
- BBYC has a long term goal of establishing a local rehearsal and performing space for the youth company. If the youth company had their own space to perform, the company could offer more shows in the community on a regular basis, further increasing art awareness in Brevard County.

### Action Plans

- BBYC will market production auditions within the Brevard County region during our August and October auditions. Marketing an open call to all ballet dancers via social media posts and personal invitation. We will continue to host dancer evaluations for new students moving into the community and provide a curriculum that helps accelerate the dancers ballet education, while building physical health and personal confidence in young dancers.
- BBYC will provide scholarships to exceptional dancers that lack financial resources, offering scholarships inclusive of training, audition fees and production packages. Scholarships are awarded on merit by the Board of Directors and reevaluated annually.
- During the 2021/2022 season, BBYC will host volunteer opportunities for members of the company, by performing in a minimum of eight (8) community festivals, school performances, or local charity events. Increasing company awareness in Brevard County, as the company is only 4 years old.
- BBYC will donate a minimum of 50 tickets annually, to five (5) Brevard County charity organizations such as Candlelighters and Nana's House, bringing the art of ballet to youth in the community that may not have financial means to attend.
- By September 30, 2021, BBYC will do a comp set analysis of regional productions, and redetermine ticket prices for the 2021/2022 season. BBYC will set ticket pricing for the

coming season and align the price of tickets with the company goal of keeping ballet accessible to all audiences, focusing on growth of attendance vs. ticket pricing.

#### Situation Annalysis - SWOT

- Strength - While there are other ballet companies in the market, BBYC is the only youth ballet company that self manages and choreographs its own shows, and does not rely on outside professional companies to supplement productions. While other companies in the market were not able to perform in 2021 during covid, our unique position in the market allowed us to bring our Nutcracker production to Brevard County in December of 2020.
- Weakness - As a young non-for-profit organization, BBYC is experiencing typical growing pains of a new organization. We have spent the last few years formally organizing our team, developing operational systems for the youth company and growing our Board of Directors. We continue to learn as we grow and are dedicated to running a professional organization that mirrors the excellence of our performance abilities.
- Opportunities - As the leading youth ballet company in Brevard County, BBYC has a unique opportunity to capture exceptional talent in the market. BBYC has dancers from various studios come to participate in productions, allowing us to elevate company performances to a professional level, increasing visibility of young dancers on a pre-professional track.
- Threats - Our largest threat is senior company member retention, due to our success and the high level of training offered through BBYC. We frequently see dancers excel in the program and begin to look for higher level education at professional ballet companies outside of Brevard County. BBYC frequently sees our senior company members leave to train at ballet companies such as the Harid Conservatory, Kirov Academy of Washington DC, and Colorado Ballet, etc.

#### Target Demographic

- Our primary target demographic for marketing are residents of Brevard County who appreciate a cultural arts experience and typically leave Brevard to enjoy live shows. We want those individuals to know there are quality ballet productions in the community locally. It is our goal to captivate those individuals with exceptional productions, and retain fiscal spend within Brevard County.
- Our secondary target audience are families within Brevard County, who will both bring their children to productions, and who may also be potential company members. BBYC wants to engage with families that value higher education in the arts, in an effort to meet our goals of excellence and company growth; specifically partnering with the homeschool community within Brevard, to train pre-professional ballet dancers with exceptional talent.
- BBYC also has a goal of targeting Senior & Adult ballet students in the community, who have a history of dance and share in the passion of ballet. By engaging with those that have an appreciation for the art form, we increase our reputation of excellence in the

community, which allows us to have a quality pool of dancers to fill adult roles for productions and increases community involvement.

#### Calls to Action

- In order for BBYC to be successful, we need our target audience to be fully engaged, sharing in our vision of growth and excellence within the community. By engaging with this demographic, the community will innately help us move the needle forward by growing the company's reputation by word of mouth. BBYC will engage with our followers on social media, and cross marketing our productions; knowing our target audience will naturally engage with other members of the community, in turn increasing our visibility on social media platforms.
- As a new youth ballet company, we are built on pillars of tradition and excellence, which are inclusive of our volunteer community and local support. Through the development of past productions we have gained loyal volunteers for our Board of Directors, Volunteer Committee, Back of House operations and our Fundraising Committee. While we have been most successful in this, as we continue to grow so do our needs and it is imperative that we further develop relationships with our targeted audience, in order to meet the demands of the growing company. We will do so by attending local networking events, attending local charity functions, and attending social gatherings at local schools where our dancers attend school.

#### Framing the Message -

#### Benefit Exchange

- BBYC continues to build relationships with our target demographic, bringing value to the community and offering shared benefits that are mutually beneficial to our supporters. Supporters of BBYC are presented with excellence in productions, a sense of community with the BBYC family, volunteer opportunities, and direct access to higher education in the arts for their children and grandchildren.

#### Challenges

- BBYC continues to face challenges as we launch as a new non-for-profit organization. Our largest challenge is our lack of studio and performing space for necessary rehearsals and performances, coupled with a lack of revenue for large expenses, inclusive of costuming for new productions.
- While we have a strong volunteer team at BBYC, one challenge we face is a lack of follow through on projects that people commit to. In order to overcome these challenges, we designated a lead volunteer committee chair, and are working on overcoming these challenges.

#### Strategies

- BBYC has a plan to achieve our marketing goals by broadening our reach on social media, becoming more active in community events, increasing press releases, print

marketing in local media outlets and articles about BBYC in community magazines. BBYC will also increase partnership opportunities with local charities.

#### Tactics

- In an effort to meet our marketing goals, we will use the following channels to connect to our target demographic.
  - Boost Ad's on Facebook for auditions and BBYC Special Events
  - Maintain a social media calendar for both Instagram and Facebook
  - Perform at local cultural events within Brevard County
  - Participate in EGAD events
  - Volunteer with local charities
  - Comp-Exchange with radio outlets, airtime for tickets
  - Interviews regarding our productions with local print media channels
  - Quarterly press releases regarding company developments

#### Resources & Work Plan

- BBYC has recently created a new position for a "Resource Development Coordinator" to help manage and implement company goals. The position reports to the board and partners with the Artistic Director to set and manage timelines for action plans and fundraising. The position will meet with the AD monthly to prioritize action steps and report back with updates regarding fundraising and community involvement obligations.
- The Artistic Director and the Resource Development Coordinator will meet with the board quarterly to report out on the operating budget and quarterly action plans. The board will meet after each show to recap the performance and production spend.
- The Artistic Director and the Resource Development Coordinator will attend charitable events and fundraisers on behalf of BBYC, to raise awareness of the company in the community.

# BREVARD BALLET YOUTH COMPANY

PRESENTS

Prokofiev's

# Cinderella



May 22nd and 23rd, 2021  
Eau Gallie Performing Arts Center  
1400 Commodore Blvd, Melbourne FL 32935



**BrevardBallet.com/ticket** **763**



