

Applications: The Historic Cocoa Village Playhouse

Profile

The Historic Cocoa Village Playhouse

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. 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
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

Broadway on Brevard, STARS of Tomorrow

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year

1,545,357

Organization Name

The Historic Cocoa Village Playhouse, Inc.

Mailing Address:

300 Brevard Avenue

City: State: Zip Code:

Cocoa, FL, 32922

Federal Employer ID #:

592612709

Web Site:

cocoavillageplayhouse.com

Organization Telephone:

321-636-5050

Organization Email:

info@cocoavillageplayhouse.com

Primary Contact Person: First: Last:

Anastacia Hawkins

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

321-591-5007

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

staci@cocoavillageplayhouse.com

Alternate Contact Person: First: Last:

Chris Beavers

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

321-298-7729

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

chrisb@cocoavillageplayhouse.com

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

The Historic Cocoa Village Playhouse, Inc. provides affordable and accessible theatre while engaging volunteers in community service to create meaningful experiences onstage and offstage. Its "Broadway on Brevard" series, STARS of Tomorrow Program, and artist Spotlight Series, present large-scale productions featuring volunteers from the community and surrounding areas, international artists, and live musicians that attract over 45,000 unique individuals each year.

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

Artistic Services, Marketing

Total number of attendees for FY2018-2019

38,923

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

9,341

Total number of attendees for FY2017-2018

38,938

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

9,563

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

Grant Category

Theater

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

HCVP FY 21-22 Proposal Budget.xlsx

Narrative Questions

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

Maximum 3,000 characters

HCVP's mainstage productions known as "Broadway on Brevard", are large-scale high quality musicals that attract a wide audience from throughout the State of Florida and the East Coast. For the Fiscal Year 2018-2019 (referenced above), the mainstage productions of BEAUTY AND THE BEAST, A CHRISTMAS CAROL, 42ND STREET, THE SECRET GARDEN, SPAMALOT, and HEDWIG AND THE ANGRY INCH attracted 38,923 individuals to our historic community. These productions contribute to the cultural landscape of the Space Coast as there is no "dark time" for HCVP and productions are ongoing for any visitors in the area and bring nearly 10,000 unique out-of-county patrons. Despite overall programming attendance during the pandemic (FY 2020-2021) decreasing to 27,454 (approximately 50%) our proportion of out-of-county attendees remained consistent with prior years with 4,831 attendees from out-of-county.

Additionally, our STARS of Tomorrow Youth Program is accessible to all children ages 7 through high school graduation and includes 5 productions annually averaging 3 performances each. Since its genesis in 1990, the program has grown from 8 children to enrolling over 250 children. The STARS of Tomorrow also offers an a capella youth singing group called Fermata STARS that perform throughout the year at private events, corporate events, promotional outreach, and throughout the community at churches and restaurants, as ambassadors to the community. At the time of application these productions in our current season have been attended by 4,333. Of the participants, 6 students travel from out-of-county weekly to participate in our program and have brought 114 unique patrons to our theatre to see our productions associated with their profiles in our ticketing system.

SPOTLIGHT SERIES: HCVP engages over 50 local artists and arts organization representing over 100 different local and international artists for performances that provide culturally enriching entertainment for over 5,853 attendees. The most recent season included 3 weekend long residencies of HOT PINK presenting The Music of The Doors, The Music of the Rolling Stones, and The Music of Elton John; Michael Law's HOME FOR THE HOLIDAYS, J. Thomas Black Jr. live in concert accompanying and underscoring to the silent film Safety Last, Galmont Ballet's THE NUTCRACKER, and international touring artist Hayley VerValin and professional artist John Dudley in JOHN AND JEN. In a typical year, Galmont Ballet attracts 685 out-of-county patrons to the area over the course of a singular weekend.

In our upcoming season, we anticipate our out-of-county visitors to return to pre-pandemic levels of at least 9,500.

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 Playhouse has over the years been nationally and internationally recognized. After presenting the world premieres of BUILD ME UP BUTTERCUP and SHERLOCK IN LOVE written by famed singer-songwriter, Tony Macaulay and the World Premiere of WONDERFUL WORLD by UK based record producer, Peter Clayton, the playhouse has retained 43 Canadian patrons, 32 United Kingdom Patrons, and 4 patrons from Australia that attended these performances and have relayed that they return to the area each year to see what productions we are doing.

Furthermore, the Playhouse has partnered with La Quinta inns of Cocoa Beach and Holiday Inn Express to provide their guests complimentary tickets for the week of "Spring Break" to encourage and further enhance travelers and promote the arts sector of our community to travelers.

Orlando news channels frequently visit our theatre for a behind-the-scenes look at our larger productions and broadcast these throughout central Florida.

We also have been published in national articles, most recently regarding our procedures for operating a performing arts venue safely during the pandemic, causing many other national arts organizations to reach out for advice and further information.

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

Maximum 1,000 characters

Our online ticketing system, Spektrix, captures all patron demographics. We are able to run reports based on zip codes for each individual patron and event based on a time range. Furthermore, we are also able to delineate between billing and mailing zip codes, thus being able to further understand if a patron resides out of county and is visiting or holds dual residency. We set the criteria for a date range we are looking for and then have the zip codes totaled by county.

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

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

relations efforts, etc.

Maximum 3,000 characters

Our marketing and media plan for the grant period includes both in-county and out-of-county advertising. Out of-county-advertising included in our budget is as follows:

1. 15,000 Season Brochures directly mailed to residents in Orange County determined by the highest number of zip codes of current attendees via our online ticketing system.
2. 1,000 Promotional Cards taken to Orlando and Daytona at cultural events for promotion (i.e. Fringe Festival, Multicultural Fests, etc.).
3. Facebook and Instagram boosts set to target specific users from out of county. This is done when we purchase the advertising through Facebook directly.
4. Dot Digital E-Blasts to our 10,000+ out-of-county patrons.
5. Ads in editorials and publications as they are made available including Watermark, Orlando Weekly, Orlando Sentinel etc.
6. Radio Advertising through iHeartMedia to Orlando Stations, specifically 106.7 and Rumba radio.
7. Orlando News Channels such as Channel 13 and Channel 9 report on our productions and give viewers and insight into our process.

In addition to our marketing plans, several studies have followed up on the impact the Playhouse has each year. In an economic survey conducted by the City of Cocoa in 2015, the Playhouse contributes at least 1,930 overnight stays in hotels in the area each year and represents \$1.4 million dollars in hotel and local expenditures each year. Statistics from Spektrix, our online ticketing system, finds that over 22% of patrons reside out of county (12,100). Many of these come from the Orlando area or reside in multiple states. Furthermore, these economic studies found that each patron spends an average of \$51.02 in the local economy, approximately half of which is spent at local businesses and merchants. These same surveys found that the Playhouse generates \$123,874 in Local Government Revenue and \$141,777 in State Government Revenue each year.

We are currently developing a performing arts center beginning with an expansion and additional studio theatre. The studio theatre will allow us to diversify programming such as hosting events and conventions, a space for dinner theatre, smaller performances, bands, and international artists simultaneously to our mainstage programs. The studio theatre is projected to bring in an additional 9,672 patrons resulting in the following:

1. 1,228 out-of-county attendees
2. An additional 353 overnight stays
3. \$22,668 in annual Local Government Revenue
4. \$25,944 in annual State Government Revenue
5. \$495,924 in annual direct and indirect spending in the local economy

Required Documents to Upload

IRS determination letter

IRS Determination Letter (Original).pdf

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

CVP Detail by Entity Name.pdf

Detailed Marketing Plan

Marketing Plan 32nd Season.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

31st Season Brochure Digital.pdf

Optional support material file

Season Reel 31 2.mp4

Optional support material file

Letters of Support (3).pdf

Optional support material file

Always Working.mp4

Optional support material file

COVID Video January 21 Update.mp4

Optional support material file

31st Season Reviews.pdf

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

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

Additional Information

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

Dr. Anastacia Hawkins-Smith

Title

Chief Executive Officer

Text

Applications: File Attachments

Upload Proposal Budget

HCVP FY 21-22 Proposal Budget.xlsx

IRS determination letter

IRS Determination Letter (Original).pdf

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

CVP Detail by Entity Name.pdf

Detailed Marketing Plan

Marketing Plan 32nd Season.docx

Optional support material file

31st Season Brochure Digital.pdf

Optional support material file

Season Reel 31 2.mp4

Optional support material file

Letters of Support (3).pdf

Optional support material file

Always Working.mp4

Optional support material file

COVID Video January 21 Update.mp4

Optional support material file

Organization Name:		
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 78,500	\$ -
Personnel - Artistic	\$ 605,000	
Outside Artistic Services/Fees	\$ 120,000	\$ 2,000
Marketing/Communications (inc. printing & advertising)	\$ 100,000	\$ 8,000
Space Rental/Rent/Mortgage	\$ 16,000	\$ -
Insurance	\$ 68,500	\$ -
Equipment Purchase/Office Supplies	\$ 35,000	\$ -
Travel/Mileage	\$ 500	\$ -
Materials/Supplies for productions/exhibits/events	\$ 95,000	\$ -
Contract Services/Fees	\$ 160,000	\$ -
Collections/Acquisitions	\$ -	\$ -
Bank, Ticketing, and Credit Card Fees	\$ 100,000	
Concession Expense	\$ 50,000	
Fundraising Expense	\$ 7,500	
Costume Maintenance	\$ 6,500	
Educational Materials	\$ 2,500	
In Kind Expense	\$ 20,000	
Subtotal Grant Funds		\$ 10,000
Total Projected Expenses	\$ 1,465,000	
Projected Income:		
Admissions	\$ 1,100,000	
Memberships/Tuition	\$ 35,000	
Contracted Services Revenue	\$ 20,000	

Sheet1

Contributions from Individuals	\$	77,500	
Corporate Contributions	\$	8,500	
Government Support - Federal	\$	-	
Government Support - State	\$	-	
Government Support - Local	\$	-	
Foundation Support	\$	-	
Concession Sales	\$	110,000	
Fundraising Events	\$	25,000	
Merchandise Sales	\$	1,000	
Other Income	\$	68,000	
In Kind	\$	20,000	
Applicant Cash	\$	-	
Total Projected Income	\$	1,465,000	

C - 1130
ATLANTA, GA 30301

Date: AUG 13 1990

COCOA VILLAGE PLAYHOUSE INC
300 BREVARD AVENUE
COCOA, FL 32922

Employer Identification Number:
59-2612709

Contact Person:
ROBERTA VAN METER

Contact Telephone Number:
(404) 331-0185

Our Letter Dated:
July 25, 1986

Addendum Applies:
No

--Dear Applicant:

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

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

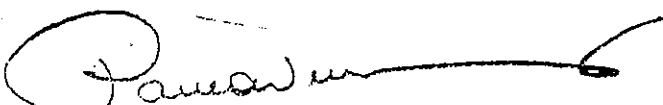
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the 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.

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

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

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

Sincerely yours,


Paul Williams
District Director



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Detail by Entity Name

Florida Not For Profit Corporation
THE HISTORIC COCOA VILLAGE PLAYHOUSE, INC.

Filing Information

Document Number	N11890
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Date Filed	11/04/1985
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Principal Address

300 BREVARD AVENUE
COCOA, FL 32922

Changed: 04/15/1994

Mailing Address

300 BREVARD AVENUE
COCOA, FL 32922

Changed: 04/15/1994

Registered Agent Name & Address

HAWKINS, ANASTACIA
300 BREVARD AVENUE
COCOA, FL 32922

Name Changed: 03/11/2015

Address Changed: 02/27/2007

Officer/Director Detail

Name & Address

Title VChairman, VC

GARRETT, BARBARA
300 BREVARD AVENUE
COCOA, FL 32922

Title EXECUTIVE DIRECTOR

HAWKINS, ANASTACIA
300 BREVARD AVENUE
COCOA, FL 32922

Annual Reports

Report Year	Filed Date
2019	02/08/2019
2020	02/04/2020
2021	01/15/2021

Document Images

01/15/2021 -- ANNUAL REPORT	View image in PDF format
02/04/2020 -- ANNUAL REPORT	View image in PDF format
02/08/2019 -- ANNUAL REPORT	View image in PDF format
01/23/2018 -- ANNUAL REPORT	View image in PDF format
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06/26/2003 -- ANNUAL REPORT	View image in PDF format
06/04/2002 -- ANNUAL REPORT	View image in PDF format
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07/13/2000 -- ANNUAL REPORT	View image in PDF format
11/12/1999 -- REINSTATEMENT	View image in PDF format
07/28/1999 -- Amended/Restated Article/NC	View image in PDF format
11/16/1998 -- REINSTATEMENT	View image in PDF format
07/08/1997 -- ANNUAL REPORT	View image in PDF format
05/14/1996 -- ANNUAL REPORT	View image in PDF format
05/01/1995 -- ANNUAL REPORT	View image in PDF format

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THE HISTORIC COCOA VILLAGE PLAYHOUSE
32nd Season Media Plan

Publication/ Project	Market Demographics, Circulation Figures, Etc.	Out of County Reach	Issue Date, Ad Size, Insertion Deadline	Estimated Cost
1. 32 nd Season Brochure	60,000 18-22 page 8.5x11 Full Color brochures directly mailed by zip code	15,000	October 2021 – February 2022	\$22,000
2. Promotional Cards	40,000 3.5 x9 Full Color promotional cards	1,000	Continuous, October 2021 – July 2022	\$12,000
3. Facebook/ Instagram/ Boosts	Online Audience	3-21,000	Continuous, 3-5 times per month	\$11,300
4. Dot Digital Eblasts	E-Blasts sent to 6,900-22,000	10,000	Continuous, 2-4 per month	\$5,000
5. Florida Today Adverts	Running full page ads in TGIF		5 times per year	\$12,500
6. Ads in various Publications (Watermark, Orlando Weekly, Orlando Sentinel, BBN, etc.)	¼ to full page ads as they become available	3-42,000	Continuous, biweekly	\$10,350
7. Radio Advertising in Orlando and throughout Central Florida (Rumba, WMEL, WFIT, iHeartMedia, Rumba, XL, KISS)	15 to 30 seconds ads about auditions and performances	15,000 +	Bi Weekly	\$18,350
8. Television Advertising (Local News Channels)	10 to 30 second commercials	15,000 +	15 times per day for a two week period twice during our season	\$3,000
9. Billboard Advertising	The purchase of digital billboards from Tampa through Orlando to Brevard advertising auditions and performances	50,000 +	as they are available	\$7,500

Estimated Marketing Budget: \$100,000



THE HISTORIC COCOA VILLAGE PLAYHOUSE



31 SEASONS OF
BROADWAY
ON BREVARD

SEASON TICKETS
& SINGLE TICKETS
ON SALE NOW

Healing THROUGH THE Performing Arts

Member of The League of
Historic American Theatres
on the National Register
of Historic Places

LITTLE WOMEN *the musical*

NOV 20 - DEC 6
2020



JAN 29 - FEB 14
2021



MARCH 12 - 21
2021



APRIL 23 - MAY 9
2021



john & Jen

HAYLEY
VERVALIN

JOHN
DUDLEY



MAY 28 - 30
2021



Space Coast
FLORIDA



THE AVENUE
VIERA

Health
First



iHeart
MEDIA



Auditions for NEWSIES

Live On-site Audition Dates/Times

Nov. 29 at 6:30 p.m.
& Nov. 30 at 7 p.m.

*Virtual Auditions for NEWSIES must be
received by Sunday, Nov. 29 at 12 noon*

Auditions for MAMMA MIA!

Live On-site Audition Dates/Times

March 14 at 6:30 p.m.
& March 15 at 7 p.m.

*Virtual Auditions for MAMMA MIA must be
received by Sunday, March 14 at 12 noon*

Auditions for 1776 (Vacant Roles TBA)

Live On-site Audition Dates/Times

Monday, February 1 at 7 p.m.

Virtual Auditions for 1776 must be received by Monday, Feb. 1 at 12 noon

STARS OF TOMORROW • YOUTH PERFORMING ARTS SERIES

Auditions for Stars of Tomorrow

Monday, Jan. 4 at 5:30 p.m.
(14 to 18* years old)

(*Note: Must be no older than 18 years by June 25, 2021)

Virtual auditions must be received for
this age group by Jan. 4 at 12 noon.

Monday, Jan. 11 at 5:30 p.m.
(7 to 10 yrs)

Virtual auditions must be received for
this age group by Jan. 11 at 12 noon.

Tuesday, Jan. 12 at 5:30 p.m.
(11 to 13 yrs)

Virtual auditions must be received for
this age group by Jan. 12 at 12 noon.



June 4 - 6, 2021

Music Theatre International, (MTI)



June 11 • 1pm

*Tickets for Friday Funday: \$2.50 per person



June 11 - 13, 2021

Music Theatre International, (MTI)



June 25 - 27, 2021

Music Theatre International, (MTI)

STARS TICKET PRICES: \$11 - \$14

THE HISTORIC COCOA VILLAGE PLAYHOUSE • SPOTLIGHT SERIES

MICHAEL LAW



December 8 • 7:30pm

FILM NIGHT
IT'S A WONDERFUL LIFE
(1946)

December 23 • 7:30pm

*Tickets: \$10 per person

SILENT FILM
SCREENING
SAFETY LAST
(1923)

February 26 • 7:30pm

*Tickets: \$15 per person

THE NUTCRACKER



December 18 - 20, 2020

*Unless noted with a specific ticket price under the title above, our Spotlight Series productions are the standard ticket cost listed below.

THE HISTORIC COCOA VILLAGE PLAYHOUSE • SPOTLIGHT SERIES



HOT PINK

Music of The Rolling Stones

Oct. 23 - 30 *Tickets: \$25 per person

Music of The Doors

Jan. 8 - 10 *Tickets: \$25 per person

Music of Elton John

May 21 - 23 *Tickets: \$25 per person

The Melbourne Municipal Band Presents
Music that Moves You



Conducted by Art Martin

January 15 • 7:30pm

*Unless noted with a specific ticket price under the title above, our Spotlight Series productions are the standard ticket cost listed below.

INDIVIDUAL TICKET PRICES

(ON SALE NOW)

\$28 Adult • \$26 Student/Senior/Military

\$20 Child (12 and younger)

Prices include service fee

There is a \$6 premium charge per performance for
orchestra level aisle seating requests..

There is also a \$5 exchange fee per ticket for
any exchanges made after original purchase

THE HISTORIC
COCOA VILLAGE PLAYHOUSE
300 BREVARD AVENUE, COCOA, FL 32922

CocoaVillagePlayhouse.com
321.636.5050

Box Office Hours: Tuesday - Friday, 10 a.m. to 4 p.m.
and one hour before every performance.

*Due to COVID-19, Performance and Audition Dates are subject to change.
Please visit us online at CocoaVillagePlayhouse.com for the most current schedule.

SEASON TICKET PRICES

(ON SALE NOW!)

Includes your choice of ANY 4 out of the 5
"Broadway on Brevard" or 9 "Spotlight
Series" productions

\$104 Adult

\$96 Student/Senior/Military

\$72 Child (12 & younger)

Prices include service fees



Attachment: Invalid File or Empty File Season-Reel-31-2.mp4

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1350 S. Hickory Street
Melbourne, FL 32901
Tel 321.434.7353
Fax 321.434.8583
HF.org

May 7, 2020

Dr. Anastacia Hawkins-Smith and Mr. Dan Hill
The Historic Cocoa Village Playhouse
300 Brevard Avenue
Cocoa, FL 32922

Dear Dr. Hawkins-Smith and Mr. Hill,

At times like these, knowing there are others that embody generosity is humbling and inspiring.

Thank you so much for your in-kind gift of handmade face masks for Health First associates. Your thoughtful generosity has boosted the spirits of our frontline caregivers.

The fact you are thinking of others at this time speaks volumes of your kindness, compassion, and sense of community. The generosity of spirit shown in making this donation is the bedrock of what is good about humanity, and will be what helps us all get through this current crisis together.

As a not-for-profit healthcare system, your support and partnership are more important than ever. As coronavirus continues to spread, the safety of our associates, patients and community remains our top priority. For updates and community resources, please visit www.HF.org.

If the Foundation can be of assistance, please contact our office at (321) 434-7353. With my best wishes for you and the people close to you.

In gratitude,

A handwritten signature in blue ink, appearing to read "Michael Seeley".

Michael Seeley
Health First Foundation President

MS/op

Under IRS guidelines, this letter serves as your official receipt. No goods or services were provided to you as a result of this gift.

Promoting philanthropic support for healthcare initiatives at Health First.

THE HEALTH FIRST FOUNDATION, INC., FLORIDA REGISTRATION #CH-12568, RECEIVES 100% OF ALL CONTRIBUTIONS. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352, WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES:

Military and Veterans Affairs, Space, and Domestic Security, *Chair*
Children, Families, and Elder Affairs, *Vice-Chair*
Appropriations
Appropriations Subcommittee on General Government
Environmental Preservation and Conservation
Finance and Tax

SENATOR THAD ALTMAN

16th District

To whom it concerns;

There are few locations in Cocoa that offer both history and culture while still serving the community and drawing the community closer. The Historic Cocoa Village Playhouse has provided a place for Brevard County to enjoy the arts with our family and friends. This historic site is where I have watched the children of our community along with the countless volunteers work hard and work together to accomplish a goal with outstanding results. The memories created at the Historic Cocoa Village Playhouse in the community along with the future memories that will be created cannot be ignored and must be lauded. I urge you to support the efforts of the Playhouse to expand its mission.

The doors of the Historic Cocoa Village Playhouse opened in 1924 under the old name The Aladdin Theater. This playhouse introduced film and Broadway to the area and the positive impact it has had on our community and especially our children is insurmountable. Thousands of shows and decades later the Cocoa Village Playhouse continues to be a place for children to grow and learn while still enjoying the innocence of childhood. It also continues to be a place where the community of Cocoa and all of Brevard County can come with their family for some whole-hearted fun.

The shows presented at The Historic Cocoa Village Playhouse caters to a broad range of ages and demographics which contributes to its success and reputation. Historic shows like *An Afternoon With Abraham Lincoln* and old Broadway classics like *A Christmas Carol* appeal to multiple crowds further connecting the community through the arts.

I can think of nowhere in Cocoa that deserves your recognition or support more than this Playhouse. The Historic Cocoa Village Playhouse serves as a beacon of family values that mirrors the values of the residents of Cocoa and Brevard County as whole.

Sincerely,

A handwritten signature in blue ink that reads "Thad Altman".

Thad Altman, Senator
District 16

REPLY TO:

- ☐ 8710 Astronaut Blvd, Cape Canaveral, FL 32920 (321) 752-3138
- ☐ 314 Senate Office Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5016

Senate's Website: www.flsenate.gov

ANDY GARDINER
President of the Senate

GARRETT RICHTER
President Pro Tempore

Historic Cocoa Village Playhouse
300 Brevard Avenue
Cocoa, FL 32922

May 30, 2019

To whom it may concern,

The courage to present productions like "RENT", "Cabaret", "In the Heights" "Hedwig and the Angry Inch", or "The Producers" at the Historic Cocoa Village Playhouse is action that warrants respect, admiration, and unyielding support. Our playhouse has become even more of a regional leader - after courageously proclaiming universal messages in special and creative ways that most are not willing to attempt. Every show is a learning experience and this show offered many unique learning experiences that will make the playhouse even stronger.

For specific marketing purposes, these shows demonstrated the reach and timing of multiple marketing channels to targeted customer segments. Social media certainly experienced growth while print and billboard media shared relevant and specific information throughout Central Florida. I personally met many first time patrons from different corners of Brevard County, as well as visitors from Orlando, and even multiple couples that drove from Miami to see the show.

As a fellow business owner, the diverse, spending demographic brought into cocoa village, as a direct result of these shows, is one that is positioned to yield positive, returns for the playhouse and its neighbors. These productions, as with all of their programming, has forged new, loyal supporters of our playhouse - as performers, audience members, future Aladdin Society members, and potential larger scale sponsors.

Operationally, these shows demonstrated the capabilities of the entire production team to conquer unforeseen challenges and present some of the most unique and intricate shows ever presented in the Space Coast community. The core of the playhouse is strong – positioned to fulfill its mission for generations to come.

The playhouse's mission: *To provide affordable community theatre and promote lifelong education in the performing arts for Brevard county residents and its visitors.*

Creating and executing a mission statement are two separate things. True character is taking a chance to creatively fulfill its mission and educate by expanding the boundaries of local, theatrical normalcy. This action, often times, isn't the most lucrative – however, inspiring and innervating those not reached in the past, is action that pays dividends. Dividends that will help our Historic Cocoa Village Playhouse continue to be a pillar of acceptance, education, and artistry for all.

Sincerest *Thank You* for this experience -- Victory!
Daniel Ciuro
Edward Jones Investments
321-749-1354



Brevard PALS

PROVIDING AUTISM LINKS AND SUPPORTS

1800 Penn Street * Suite 12 * Melbourne, FL 32901

Office (321) 768-6800 Fax (321) 768-6858

brevardpalsautism@gmail.com

Dear Foundation Members,

Thank you for the kind invitation to write a letter in support of a grant to the Cocoa Village Playhouse for their pioneering efforts to reach out directly to our community in the area of recreation, communication and the development of social skills for our children with Autism.

Three years ago the Cocoa Village Playhouse (CVP) started an unprecedented activity in Brevard County, to create a "Sensory Sensitive" live theater production for children and adolescents with Autism. The CVP started with "Winnie the Pooh" that first year and although attendance was estimated to be only 50 audience members, CVP remained committed and offered subsequent years of "Jungle Book" and most recently "Willie Wonka". Their efforts expanded community awareness and audience to 175. The Playhouse not only offered this extra sensory sensitive performance to our community, they did so at significantly reduced ticket prices to permit as many members as possible from both families with autistic children and the community at large to attend.

Important as the production outreach service was to children with autism, what was unexpected and remarkable was the profound effect it had on the young actors in the cast. Members of our group, Brevard PALS (Providing Autism Links and Support), attended dress rehearsals and had opportunities to listen and share with these talented youngsters just what Autism means in their community, schools, friends and families. We all ended up learning more than we individually shared...and always felt inspired that our mutual goal with the CVP was being met...improving awareness and understanding of Autism for both the actors and the audience.

CVP's goal is to continue to expand opportunities for children with autism; in the audience with further reduction and even complimentary tickets and on the stage with opportunities for all children to share in this wonderful experience.

We ask you to join us and CVP in supporting this amazing adventure to create and expand new and innovative opportunities to share with the children in Brevard County

Sincerely,

Joseph Werner, OTD, OT/L
Director

TAX ID: 01-0717788

Brevard PALS is a nonprofit 501(c) (3) Corporation since 2011.

You may be eligible to claim a tax deduction for your contribution.

Visit us at www.brevardautism.com/PALS Follow us on www.facebook.com/brevardPALSautism

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Musical '9 to 5' a tribute to female empowerment, with plenty of heart and soul

By Maria Sonnenberg
For FLORIDA TODAY

Violet, Doralee and Judy, the plucky heroines of “9 to 5, The Musical,” arrive in Brevard at a time when we can all use some laughs, which they amply provide in the Historic Cocoa Village Playhouse production of the Dolly Parton hit.

With the one of the largest, most elaborate sets in Cocoa Village Playhouse history, the musical adaptation of the 1980 movie — named among the top 100 comedies by the American Film Institute — opens Aug. 28 and runs through Sept. 13.



That's a pretty standard run during normal times, but a gamble in the era of coronavirus. The playhouse is operating under strict safety protocols that limit seating capacity, so filling the available seats for the

duration of the production is critical.

Cocoa Village Playhouse CEO Dr. Anastacia Hawkins-Smith believes “9 to 5” has enough heart and soul to bring audiences back to the theater.

“Not only is this musical timely and filled with messages of hope and perseverance, but it is a good time for everyone,” she said.

“During this time, the arts can bring us together to laugh and forget about the worries of the world, all the while bringing us a message that we need to hear.”

The feel-good story of three working girls who manage to give their insufferable boss a well-earned comeuppance offers a pleasant escape from the trials and tribulations of today. Cast member Sally Kalarovich, who plays the eternally loyal administrative assistant Roz, remembers watching the film when she was too young to fully understand it.



“The messages of strength, hope, justice and equality still ring loud and true, and they stick with us as we are laughing so hard our stomachs hurt,” she said. “With all the uncertainty in our world, it is refreshing to step back in time and laugh together, and root for the little guy.”

Hawkins-Smith and her staff are determined to welcome patrons back to the theater safely, with a trained team of “executive ushers,” an industrial grade fogger, limited seating and bountiful supplies of sanitizing stations. If you are in doubt, the playhouse’s website video describing comprehensive COVID-19 mitigation measures should make you feel secure.

“We want to make sure our audiences are as safe as possible,” said Hawkins-Smith.

The shows go on:Brevard theaters announce new seasons

Playing in downtown Melbourne:'A Coupla White Chicks' talk, laugh and find common ground at MCT

Playing in Titusville: 'Bright Star' shines with glorious music, tale of love and redemption

A live orchestra conducted by veteran music director J. Thomas Black, Jr., provides musical support to local performers Rene Little and Amanda Telebrico in the roles of Doralee and Judy. The cast is led by Jeanette Roach as Violet. Her husband Rick joins her onstage as boss-from-hell Franklin Hart, Jr., who, by the way, spends considerable time flying onstage. Sally Kalarovich as Roz brings her powerhouse vocals to the forefront of a gospel-tinged number that alone is worth the price of admission.



The show is choreographed by Torie D'Alessandro, who after growing up at the theatre has performed professionally with the national tour of "Sesame Street." D'Alessandro is now sharing her talent, time and high-octane energy with the cast of 42 volunteer Cocoa Village Playhouse performers.

Scenic designs by New York professional Daniel Allen, lighting by Ian Cook, costumes by Daniel Hill and flying effects by Las Vegas-based Flying by Foy make “9 to 5, The Musical” as visually stunning as it is hilarious. As added bonus, the great Dolly Parton herself joins the cast onstage in an unforgettable way, thanks to audio and video wizardry.



“Come put your troubles away and sing along for a couple of hours in a safe environment where you are going to have a fabulous time with the cast of “9 to 5,” said Rene Little, aka Doralee.

As Dolly would put it, “we promise you’ll love it so much you’ll tattle.”

"9 to 5, The Musical"

Where: Cocoa Village Playhouse, 300 Brevard Ave., Cocoa

When: 7:30 p.m. Fridays, 2 and 7:30 p.m. Saturdays and 2 p.m. Sundays through Sept. 13.

Tickets: Range from \$18-\$32

Info: 321-636-5050

On the web: cocoavillageplayhouse.com

Whether you're interested in music, theater, festivals or other local entertainment, FLORIDA TODAY has got you covered. Support local journalism by subscribing at cm.floridatoday.com/specialoffer.

More:[How are Cocoa Village businesses making it through the pandemic? Grit and creativity](#)

Plan ahead for Aug. 26-Sept. 1:[A drive-up concert in Viera, craft beer at Sea World](#)

'Little Women: The Musical' celebrates the power of family, love and sisterhood

By Maria Sonnenberg
For FLORIDA TODAY

Those March women keep marching on through the decades, or rather, centuries.

Jo, Meg, Beth and Amy, along with their beloved Marmee, first captured the world's collective consciousness in 1868/1869, when Louisa May Alcott published the story in two volumes that instantly propelled her to fame. Since then, the world has continued an enduring love affair with these "All-American" girls loosely based on Alcott and her three sisters.

Broadway embraced the story as early as 1912, and several stage adaptations have followed through the years. The first "Little Women" movie was a 1917 silent film. Katherine Hepburn played "Jo" in the first sound adaption of the book in 1933. Liz Taylor was "Amy" in the 1949 color film. Winona Ryder was the "Jo" of 1994. 2019 saw yet another "Little Women," this time featuring Emma Watson as "Meg," Saoirse Ronan as "Jo" and Laura Dern as "Marmee."



The March girls were also in several television adaptations here and abroad. There is even a modern-day Indian television version.

An opera based on the book aired on PBS on 2001 and the musical of the same name debuted on Broadway in 2005.



[Historic Cocoa Village Playhouse](#) continues to rekindle our acquaintance with the March girls with “Little Women: The Musical,” which ushers in the theater’s 2020-2021 season. The show opens Nov. 20 and runs through Dec. 6.

The enduring story is given new heart at the Playhouse through lush orchestrations by Jason Howland and Mind Dickstein, performed by a 12-musician orchestra

led by conductor William Yoh, Jr., and music director Diane Spahr.

Torie D’Alessandro and Hannah Goodman lead the cast as the indomitable "Jo." Eldest sister "Meg" is played by Kelli Folse and Jordan St. Germain. Annie Ginn and Nicolette Pelchat portray the gentlest March girl, "Beth," and "Amy," the handful of the bunch, is brought to life onstage by Mallory Jeancake and Susannah Knepper-Quijano.

Emily Cabana and Leyla Corbett are the family matriarch, "Marmee."

The cast also includes Elijah Hillman and Andrew Meier, John Brooke, Larry Jones, Alan LaDuke, Jeff LaDuke, Chris Beavers, Kristen Springer and Linda Nicoli Bria Cottrell, Karly Dribble, Noah Garutti, Logan Hancock, Echo Hewatt, Robert Holman, Sean Kelly, Savannah Lee, Caitlyn Nail, Addison Ochipa, and Richard Tater make appearances as dazzling waltzers, trolls, knights, and everything in between.



Resident costume designer Daniel Hill has created period-perfect costumes for the mid-19th Century. Scenic designer Daniel Allen, teamed with lighting designer Ian Cook, has designed innovative and impressive sets that continue the reputation for excellence of CVP's “Broadway on Brevard” series.

At 6 p.m. opening night, Nov. 20, the Playhouse will host a special in-person reception for artwork that is to be auctioned to benefit the theater. The 40-plus pieces, which include an original painting by one of the Highwaymen, will be on display at 100 Delannoy Ave in Cocoa Village.

After the reception, the evening culminates with the curtain rising on “Little Women” at 7:30 p.m. The art will be placed online for a virtual auction through Dec. 6.

Where: Cocoa Village Playhouse, 300 Brevard Ave., Cocoa

When: Fridays and Saturdays at 7:30 p.m., and Saturdays and Sundays at 2 p.m. through Dec. 6.

Tickets: \$18-\$32

Info: 321-636-5050

On the web: cocoavillageplayhouse.com

Whether you're interested in music, theater, festivals or other local entertainment, FLORIDA TODAY has got you covered. Support local journalism by subscribing at cm.floridatoday.com/specialoffer.

Read all about it: 'Newsies' opens at Cocoa Village Playhouse

By Maria Sonnenberg
For FLORIDA TODAY



In 1899, newsboys peddled newspapers for a penny a paper. "Newsies," as they were known back then, eked out a living of about 30 cents a day if headlines were interesting enough or if the newsy was a born salesman.

To increase revenue, publishers raised the price they charged newsies from 50 to 60 cents for 100 papers, a financial hardship on the newsboys. Even when most publishers agreed to go back to old prices, Joseph Pulitzer and William Randolph Hearst, who had grown too attached to the added revenue, refused..

In a David vs. Goliath move, a handful of newsies took a stand against the two newspaper magnates and went on strike, their numbers growing until they became thousands who halted traffic on the Brooklyn Bridge for hours.

That is the historic premise behind "Newsies," which starts its run at Cocoa Village Playhouse on Jan. 29. The musical is based on the 1992 Disney film of the same name.



gone above and beyond for the sake of the musical.

Of course, both the film and the musical play loosey-goosey with history for the sake of higher entertainment value. For one, "Jack," the central character, is a fictional mashup of two leaders of the newsies, and many of the incidents in the show never occurred. No matter, because the resulting show bursts with so much energy and hope, and the music is so brilliant that any fictionalizing is forgiven.

The Playhouse's young cast has

"It has been remarkable to see these young people work so hard in such a difficult time to bring these characters to life.," said executive director Dr. Anastacia Hawkins-Smith.

"We pride ourselves on being a family at the Playhouse, and during this production you can really see the cast members encouraging one another and lifting each other up. Hopefully, our audiences will get a sense of that same encouragement when they attend."

Leading the cast as "Jack Kelly" are Jack Ginn and Joseph Kienstra, both alumni of the STARS of Tomorrow program. Brady Fritz portrays the wide-eyed "Davey," alongside Justin Gibbs and Henry Barone as his plucky little brother "Les."

Portraying the spitfire and revolutionary "Katherine Plumber" are Alanna Boyd and Torie D'Alessandro. Sean Kelly and Andrew Meier portray "Crutchie," Jack's best friend and right-hand man. The tyrannical role of "Joseph Pulitzer" is shared by Edwin Hill and Shannon Terry. Victoria Narvaez rounds out the cast with her showstopping portrayal of "Medda Larkin."

The Tony Award-winning score by Alan Menken and Jack Feldman is brought to life by a live orchestra led by music director and conductor Bob Barone. The energetic and rousing music is the perfect foundation for the high-octane dance numbers featuring original choreography by Megan Abbott. The world created by scenic designer Daniel Allen, lighting designer Ian Cook and costume designer Daniel Hill is once again a hallmark in the production value that has earned the Playhouse the title of "Broadway on Brevard."

The cast and crew might make it look effortless, but producing a show amidst a pandemic requires serious orchestration.

"In order to prepare our casts for any illness, we not only double-cast the show, where one set of performers portray certain characters on certain nights, but we also assigned each person two roles within the show," said Hawkins-Smith.

“It is as if everyone has an understudy at all times.”

Despite the artistic challenges, the talented cast of nearly 70 performers deftly created a production sure to lift audience spirits.

The timely production shows that when people unify and stand in solidarity, they can create a positive change in the world around them. At its core, “Newsies” is not just an underdog story about overcoming obstacles, but also about the brotherhood of people who support one another despite differences.

Speaking of support, now more than ever, local theaters need our support if they are to remain alive.

“Attendance, naturally, has been drastically diminished,” said Hawkins-Smith.

“Our audiences remain at a quarter of what we have typically had over the years. We are so grateful for each patron and for all who support our mission and want us to succeed.”



The Playhouse is committed to keeping the community safe with comprehensive safety protocols, but they need an assist.

“We are determined to be here presenting quality productions showcasing the talents of our community for years to come, but without the additional financial support of our community we will not survive,” said Hawkins-Smith.

Catching up on “Newsies” is one way to help.

'Newsies'

Where: Cocoa Village Playhouse, 300 Brevard Ave, Cocoa

When: Fridays at 7:30 p.m., Saturdays at 2 and 7:30 p.m. and Sundays at 2 p.m. through Feb. 14. A special 7:30 p.m. performance was added Thursday, Feb. 4.

Tickets: \$24 to \$32

Info: 321-636-5050

On the web: cocoavillageplayhouse.com

'John & Jen' in Cocoa Village

By Maria Sonnenberg

For FLORIDA TODAY



Life's bumpy but amazing road provides the background for the two productions opening at Brevard theaters this weekend.

The road was indeed rough in America from the 1950s to the 90s, the time frame for "John & Jen," a little jewel box of a musical that plays for just a weekend at the [Historic Cocoa Village Playhouse](#).

Only two people - and a ghost - are onstage. There's Jen and her younger brother John, killed in Vietnam. There is also Jen's son and John's namesake, a young man navigating a confusing world.

The CVP production, which opens May 28 and runs one weekend only through May 30, welcomes back two old yet young friends.

"In many ways, this is a homecoming celebration," said chief executive officer Dr. Anastacia Hawkins-Smith.

Stars Hayley Vervalin and John Dudley were very familiar with the Playhouse stage before heading to professional careers in theater.

"When the pandemic ceased live performances and venues, we viewed this as an opportunity to engage two truly gifted performers who grew up at our

theatre before they resume their professional careers,” added Hawkins-Smith.

Vervalin, accepted into the Royal Conservatoire of Scotland, has performed across Europe in productions of “Brigadoon” and “Chess the Musical,” and across Canada with “F***boys the Musical.” Before her globetrotting days, she started in the world premiere of Tony Macaulay’s “Build Me Up Buttercup” at her favorite theater, Cocoa Village Playhouse.



For his part, Dudley has worked with Broadway veterans such as Lee Roy Reams, Stephen Sposito, Adam Pelty and Beck Timms.

Nathaniel Knepper-Quijano, who began his career as a child actor, directs the show, assisted by Christopher Beavers.

The only theatre presenting productions with live orchestras in Brevard proudly features Bryan Rodin conducting, Dylan Rhodes on Keyboard, Christian De La Torre on Percussion, and Megan Herrman on Cello—all of which are professional musicians while being students. Pictured Above.

“Between the two cast members and director, there is over 60 years of experience in the performing arts, which is remarkable, considering none of them are older than 25,” said Hawkins-Smith.

Songs by Andrew Lippa of “You’re a Good Man, Charlie Brown” fame each highlight a different year in the characters’ lives. From costuming to set design, “John & Jen” is a collaboration between the Playhouse and the two stars of the show.

If you go

'John & Jen'

Where: Cocoa Village Playhouse, 300 Brevard Ave., Cocoa

When: 7:30 p.m. Friday and Saturday, and 2 p.m. Saturday and Sunday through May 30.

Tickets: \$18 to \$32

Info: 321-636-5050

On the web: cocoavillageplayhouse.com

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