

Profile

Brevard Regional Arts Group, Inc.

SPACE COAST OFFICE OF TOURISM

Guidelines

FISCAL YEAR 2021 - 2022

Cultural Support Grant Program

1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

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

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

Goals of the Tourist Development Council Cultural Support Grant Program:

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

2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

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

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

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

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

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

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

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

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

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

3.0 ELIGIBILITY

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

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

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

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

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

4.0 AVAILABLE FUNDS AND GRANT AMOUNT REQUESTS

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

Tier System

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

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

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

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

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

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

****5.0 ELIGIBLE USE OF FUNDS ****

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

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

Allowable and Non-Allowable:

Allowable Costs

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

Non-Allowable Costs:

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

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

6.0 APPLICATION SUBMITTAL PROCEDURES

The Cultural Support Grant Program application may only be submitted electronically through an online portal called Wizehive. The unique link for the on-line application will be provided to potential applicants for opening day of June 2, 2021. All supporting documentation may be uploaded within the application. The application deadline is NLT 5pm EST on June 25, 2021 to be considered for funding. If you have questions please email Kathy Engerran at Kathy.Engerran@ArtsBrevard.org. 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

Henegar Center 2021-2022 Season

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year

833,495

Organization Name

Brevard Regional Arts Group, Inc. dba Henegar Center

Mailing Address:

625 E New Haven Ave

City: State: Zip Code:

Melbourne, FL 32901

Federal Employer ID #:

59-2306612

Web Site:

www.henegarcenter.com

Organization Telephone:

321-723-8698

Organization Email:

info@henegar.org

Primary Contact Person: First: Last:

Doug Lebo

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

321-794-0248

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

doug@henegar.org

Alternate Contact Person: First: Last:

Dominic Del Brocco

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

Dominic@henegar.org

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

Support The Henegar Center's 2021-2022 Mainstage Theatre programming. Season will produce the following Broadway Musicals:

- "Side Show", Oct 8 - Oct 24, 2021
- "A Christmas Carol", Nov 26 - Dec 19, 2021
- "Hello Dolly", Jan 21 - Feb 6, 2022
- "The Wedding Singer", Mar 11 - Mar 27, 2022
- "Aida", Apr 29 - May 15, 2022
- "We Will Rock You", May 27 - Jun 12, 2022

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

Marketing

Total number of attendees for FY2018-2019

13,331

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

2,266

Total number of attendees for FY2017-2018

15,486

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

2,632

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

Henegar Proposal Budget 2021-2022.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

This grant request is to fund marketing outside of Brevard County to solicit visitors to attend The Henegar Center's 2021-2022 MainStage Season performances. The Henegar produces quality Broadway style musicals at an affordable price for visiting families and couples. Ticket prices range from \$25 - \$36 each. As a destination event, our productions attract visitors to travel to Brevard County to see a live performance show, eat dinner, visit local bars, and combine our event with other area attractions to make an extended stay in Brevard County including staying in local hotel rooms. We offer performances 26 weekends out of the year including holidays.

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

For the planned season, we are offering four shows that are being performed for the 1st time in Brevard County. "Side Show", "The Wedding Singer", "We Will Rock You" and an all new musical version of "A Christmas Carol" will attract new visitors to our area to catch these great shows at affordable pricing.

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

Maximum 1,000 characters

We utilize our online ticketing system to track where patrons are coming from. Each ticket purchase requires a home address to process. We will use this data to measure out-of-area visitors based on their entered ZIP code.

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 general marketing plan includes direct mail of our Season Flyer to 180,000 homes in South and Central Brevard. In addition we do E-mail blasts and direct mail to our patron database of 25,000, and boost Facebook posts to our 15,000 followers.

With this grant funding we will do additional direct mail to 60,000+ homes in Indian River County to attract out-of-county visitors to Brevard.

In our 2019-2020 season, we attracted 22,300 patrons, with 3,700 patrons from outside of Brevard County. With the added out of area marketing, estimating 5000+ patrons from outside of County to attend this next season.

Required Documents to Upload

IRS determination letter

BRAG IRS Determination Letter.pdf

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

BRAG Florida Corporations Detail by Entity Name Report.pdf

Detailed Marketing Plan

2021-2022 Henegar Marketing Plan.docx

Support Materials

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

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

Optional support material file

21-22seasonflyer.pdf

Optional support material file

2020-2021 Season Photo Album.pdf

Optional support material file

Rock Of Ages Playbill.pdf

Optional support material file

Optional support material file

Optional support material file

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

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

Additional Information

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

Doug Lebo

Title

President

Text

Applications: File Attachments

Upload Proposal Budget

Henegar Proposal Budget 2021-2022.xlsx

IRS determination letter

BRAG IRS Determination Letter.pdf

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

BRAG Florida Corporations Detail by Entity Name Report.pdf

Detailed Marketing Plan

2021-2022 Henegar Marketing Plan.docx

Optional support material file

21-22seasonflyer.pdf

Optional support material file

2020-2021 Season Photo Album.pdf

Optional support material file

Rock Of Ages Playbill.pdf

Organization Name: Brevard Regional Arts Group, Inc.		
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ 99,550	\$ -
Personnel - Artistic	\$ 182,500	\$ -
Outside Artistic Services/Fees	\$ 30,500	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 50,000	\$ 10,000
Space Rental/Rent/Mortgage	\$ 36,000	\$ -
Insurance	\$ 17,000	\$ -
Equipment Purchase/Office Supplies	\$ 7,500	\$ -
Travel/Mileage	\$ 2,500	\$ -
Materials/Supplies for productions/exhibits/events	\$ 204,655	\$ -
Contract Services/Fees	\$ -	\$ -
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 283,188	\$ -
Subtotal Grant Funds		\$ 10,000
Total Projected Expenses	\$ 913,393	
Projected Income:		
Admissions	\$ 642,700	
Memberships/Tuition	\$ 118,150	
Contracted Services Revenue	\$ -	
Contributions from Individuals	\$ 35,000	
Corporate Contributions	\$ 50,000	
Government Support - Federal	\$ -	
Government Support - State	\$ 45,000	
Government Support - Local	\$ -	

Sheet1

Foundation Support	\$	-	
Other Income	\$	25,338	
Applicant Cash	\$	-	
Total Projected Income	\$	916,188	

District
Director

EO Group 7201
C -1130
Atlanta, GA 30301

Person to Contact:

C. Malle
Telephone Number:
(404) 331-4516

Refer Reply to:

EO:7201: TPA

Date:

Nov. 18 1988

Breeding Regional Act
Group Inc

P.O. Box 158

Metairie, LA 70002

Attn: Jo' Hay

• Dear Sir or Madam:

This is in response to your request for confirmation of your exemption from Federal income tax.

You were recognized as an organization exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code by our letter dated July 18, 1984. You were further determined not to be a private foundation within the meaning of section 509(a) of the Code because you are an organization described in section 170(b)(1)(A)(vi) & 509(a)(1).

Contributions to you are deductible as provided in section 170 of the Code.

The tax exempt status recognized by our letter referred to above is currently in effect and will remain in effect until terminated, modified, or revoked by the Internal Revenue Service. Any change in your purposes, character, or method of operation must be reported to us so that we may consider the effect of the change on your exempt status. You must also report any change in your name and address.

Thank you for your cooperation.

Sincerely yours,

Cheryl Malle

Exempt Organizations Specialist



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

Detail by Entity Name

Florida Not For Profit Corporation
BREVARD REGIONAL ARTS GROUPS, INC.

Filing Information

Document Number	768558
FEI/EIN Number	59-2306612
Date Filed	05/20/1983
State	FL
Status	ACTIVE
Last Event	AMENDMENT
Event Date Filed	12/12/2016
Event Effective Date	NONE

Principal Address

625 E. NEW HAVEN AVE.
MELBOURNE, FL 32901

Changed: 02/25/1994

Mailing Address

625 E. NEW HAVEN AVE.
MELBOURNE, FL 32901

Changed: 04/22/2011

Registered Agent Name & Address

Heron, Steven J.
625 E. NEW HAVEN AVE.
MELBOURNE, FL 32901

Name Changed: 06/25/2019

Address Changed: 12/08/2016

Officer/Director Detail

Name & Address

Title Secretary

TUCKER, BROCK
625 E. NEW HAVEN AVE.
MELBOURNE, FL 32901

Title VP

DeRoche, Mike
625 E. NEW HAVEN AVE.
MELBOURNE, FL 32901

Title President

Lebo, Doug
625 E. NEW HAVEN AVE.
MELBOURNE, FL 32901

Title Treasurer

Riippa, Nick
625 E. NEW HAVEN AVE.
MELBOURNE, FL 32901

Annual Reports

Report Year	Filed Date
2019	02/04/2019
2019	06/25/2019
2020	03/18/2020

Document Images

03/18/2020 -- ANNUAL REPORT	View image in PDF format
06/25/2019 -- AMENDED ANNUAL REPORT	View image in PDF format
02/04/2019 -- ANNUAL REPORT	View image in PDF format
02/08/2018 -- ANNUAL REPORT	View image in PDF format
01/11/2017 -- ANNUAL REPORT	View image in PDF format
12/12/2016 -- Amendment	View image in PDF format
12/08/2016 -- AMENDED ANNUAL REPORT	View image in PDF format
04/27/2016 -- ANNUAL REPORT	View image in PDF format
04/27/2015 -- ANNUAL REPORT	View image in PDF format
01/28/2014 -- ANNUAL REPORT	View image in PDF format

04/12/2013 -- ANNUAL REPORT	View image in PDF format
03/16/2012 -- ANNUAL REPORT	View image in PDF format
05/05/2011 -- ANNUAL REPORT	View image in PDF format
04/22/2011 -- ANNUAL REPORT	View image in PDF format
07/13/2010 -- ANNUAL REPORT	View image in PDF format
08/04/2009 -- ANNUAL REPORT	View image in PDF format
07/02/2008 -- ANNUAL REPORT	View image in PDF format
05/05/2007 -- ANNUAL REPORT	View image in PDF format
04/18/2006 -- ANNUAL REPORT	View image in PDF format
04/29/2005 -- ANNUAL REPORT	View image in PDF format
04/17/2004 -- ANNUAL REPORT	View image in PDF format
08/01/2003 -- ANNUAL REPORT	View image in PDF format
06/25/2002 -- ANNUAL REPORT	View image in PDF format
07/24/2001 -- ANNUAL REPORT	View image in PDF format
08/28/2000 -- ANNUAL REPORT	View image in PDF format
05/05/1999 -- ANNUAL REPORT	View image in PDF format
02/03/1998 -- ANNUAL REPORT	View image in PDF format
05/30/1997 -- ANNUAL REPORT	View image in PDF format
05/15/1996 -- ANNUAL REPORT	View image in PDF format
04/25/1995 -- ANNUAL REPORT	View image in PDF format

2021 – 2022 Marketing Plan
Brevard Regional Arts Group, Inc
The Henegar Center

1. EDDM Direct Mail, Brevard County, 180,566 Households: August 2021

City	ZIP	# HH
Melbourne	32901	13529
Indialantic	32903	6955
West Melbourne	32904	15687
Palm Bay	32905	13184
Palm Bay	32907	17373
Palm Bay	32908	4830
Palm Bay	32909	13715
Melbourne	32934	8302
Melbourne	32935	20981
Satellite Beach	32937	13061
Viera	32940	19908
Grant	32949	1028
Malabar	32950	2014
Melbourne Bch	32951	6023
Rockledge	32955	17610
Sebastian	32976	6366

2. EDDM Direct Mail, Indian River County, 87,931 Households: January 2022

City	ZIP	# HH
Sebastian	32958	14560
Sebastian	32976	6366
Fellsmere	32948	2068
Vero Beach	32960	12275
Vero Beach	32962	12532
Vero Beach	32963	11542
Vero Beach	32966	11238
Vero Beach	32967	11065
Vero Beach	32968	6285

3. Email Blasts to Patron Database, 25,000

Send Twice per Production

4. Facebook Post boost to Facebook Followers, 15,000

Send Twice per Production

Season Tickets Available!

ADVANTAGES OF SEASON TICKETS

- **CHOOSE** the SEATS YOU LOVE and keep them year after year!
- **Great SAVINGS**, enjoy the lowest ticket prices!
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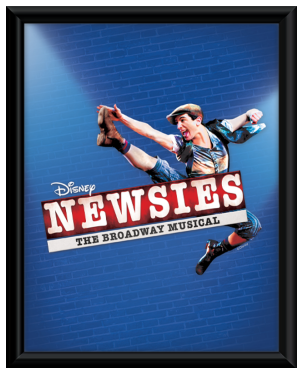
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Disney's NEWSIES

Rated PG
Aug 20 – Sept 5

It's time to carry the banner with *Disney's Newsies!* Set in turn-of-the-century New York City, *Newsies* is the rousing tale of Jack Kelly, a charismatic newsboy and leader of a band of teenaged "newsies." When titans of publishing raise distribution prices at the newsboys' expense, Jack rallies newsies from across the city to strike against the unfair conditions and fight for what's right! Based on the 1992 motion picture and inspired by a true story.

Side Show

Rated PG13
Oct 8 – Oct 24

Based on the true story of conjoined twins Violet and Daisy Hilton, who became stars during the Depression, *Side Show* is a moving portrait of two women joined at the hip whose extraordinary bondages brings them fame but denies them love. The show follows Violet and Daisy's progression from England to America, around the vaudeville circuit, and to Hollywood on the eve of their appearance in the 1932 movie *Freaks*



A Christmas Carol

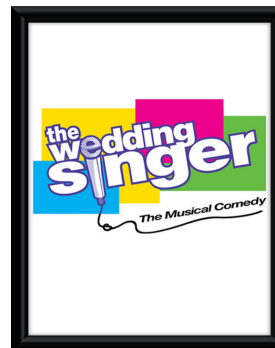
Rated PG
Nov 26 – Dec 19

This brand new musical retelling of Charles Dickens' holiday classic follows the miserly Ebenezer Scrooge as he is visited by three spirits on Christmas Eve. They take him on a tour of his past, present, and future in order to change the man he is into the man he must become. This brand new adaptation is even more epic, magical, and joyous than the story of Christmas redemption you thought you knew.

Hello, Dolly!

Rated PG13
Jan 21 – Feb 6

This musical adaptation of Thornton Wilder's hit play *The Matchmaker* bursts with humor, romance, energetic dance, and some of the greatest songs in musical theatre history. The romantic and comic exploits of Dolly Gallagher-Levi, turn-of-the-century matchmaker and "woman who arranges things," are certain to thrill and entertain audiences again and again.



The Wedding Singer

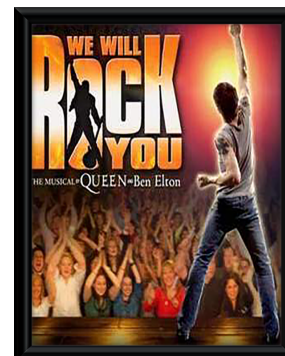
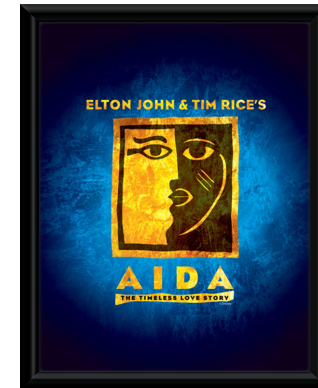
Rated PG13
March 11 – March 27

It's 1985, and rock star wannabe, Robbie Hart, is New Jersey's favorite wedding singer. He's the life of the party until his own fiancée leaves him at the altar. Shot through the heart, Robbie makes every wedding as disastrous as his own. Enter Julia, a winsome waitress who wins his affection. As luck would have it, Julia is about to be married to a Wall Street shark, and, unless Robbie can pull off the performance of a decade, the girl of his dreams will be gone forever.

Aida

Rated PG
Apr 29 – May 15

Winner of four 2000 Tony Awards, *Elton John and Tim Rice's Aida* is an epic tale of love, loyalty and betrayal, chronicling the love triangle between Aida, a Nubian princess stolen from her country, Amneris, an Egyptian princess, and Radames, the soldier they both love. Aida is forced to weigh her heart against the responsibility that she faces as the leader of her people. Aida and Radames' love for one another becomes a shining example of true devotion that ultimately transcends the vast cultural differences between their warring nations, heralding a time of unprecedented peace and prosperity.



We Will Rock You

Rated PG13
May 27 – June 12

Featuring more than 20 hit Queen songs, *WE WILL ROCK YOU* follows two revolutionaries as they try to save rock 'n' roll in a post-apocalyptic world. In an age where algorithms predict our every preference, *WE WILL ROCK YOU* is a musical for our time: a fist-pumping, foot-stomping anthem to individuality.

First Date

Rated R
Feb 10 -14

When blind date newbie Aaron is set up with serial-dater Casey, a casual drink at a busy New York restaurant turns into a hilarious high-stakes dinner. Can this couple turn what could be a dating disaster into something special before the check arrives?



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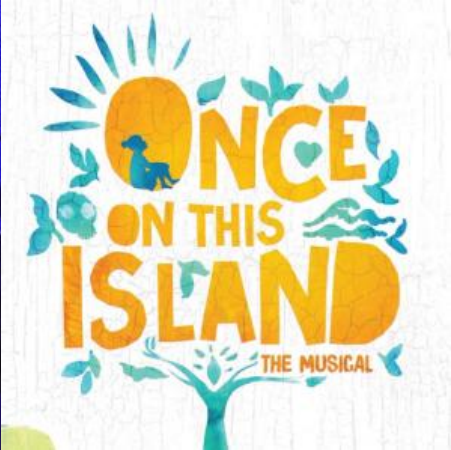




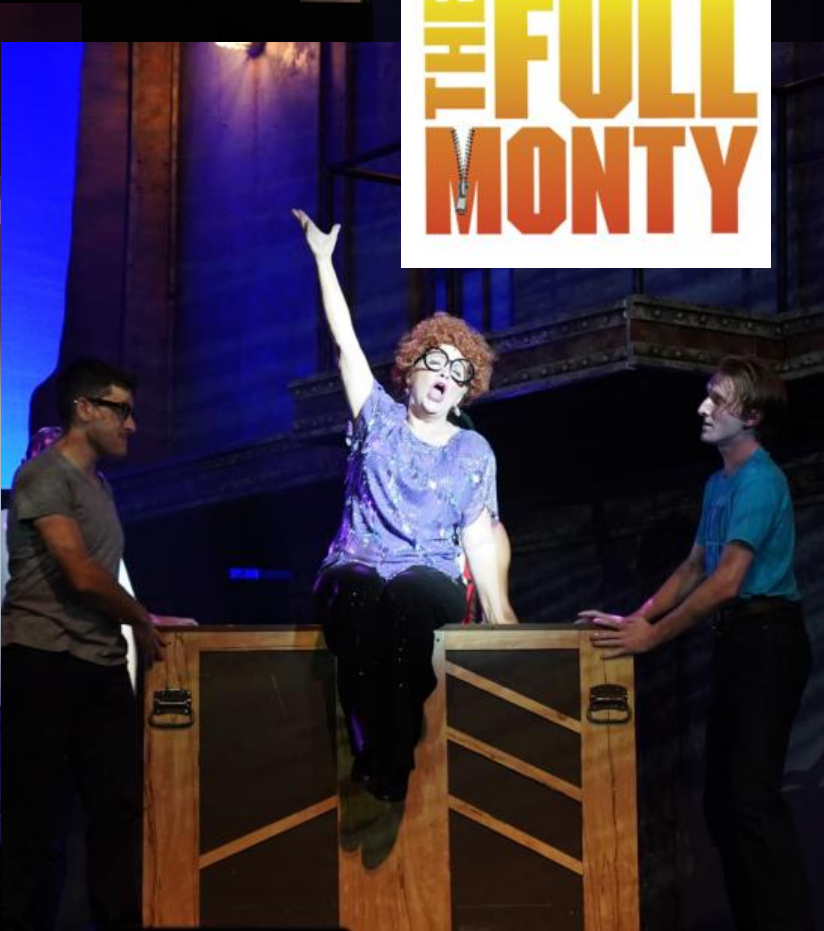


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A LETTER FROM THE EXECUTIVE ARTISTIC DIRECTOR

Welcome back to the Henegar!

Let me be the first to thank you for your patronage and for supporting your community and the arts. These are such interesting times and everyone is doing all they can to provide you with a safe opportunity to return to live theatre. What a season we've had so far! Even during these challenging times, we pulled off some incredible productions with GREASE, ELF the Musical, GODSPELL, Once on this Island, and now ROCK OF AGES!

Believe it or not, I grew up in the 80's and remember these songs in and out. The 80's were (as some may remember), a decade like no other. Consumer products reached new heights. Games like the Rubix cube and Simon or video games like Q-bert or Pac-Man were all the rage. Toys were everywhere, from Cabbage patch kids, scratch and sniff stickers, Light Bright, Rainbow Bright, Carebears, Thundercats and more, the list goes on and on. But beyond the mile high hair, excessive blush, insane amounts of denim, and overall questionable fashion sense... the biggest impact was the MUSIC!

The "sound" of the 80's is as American as apple pie and baseball. While many of these tunes are silly, a bit strange and flat out "far out man", they have a lasting impact that keeps them alive and well. We remember them, we remember where we were when we first heard them, we remember rushing to the record store... "YES record store" to grab the latest release and couldn't get home fast enough to listen. Hopefully the music and this show will put a smile on your face as you rock out to these memorable and now "classic" tunes.

A huge thank you to the incredible Team that dedicated their time and talents to present this show to you.

Thank you for joining us during this new, exciting and challenging time in our Theatre's history. The support of our Members and Season ticket holders is so important to the health of this Arts organization. There will be so many changes happening over the next year as I will find ways to elevate your overall experience. We look forward to seeing you in our 31st season. You will not want to miss the incredible season we have planned for you!

"Ain't lookin for nothin but a good time, and it don't get better than this"

Dominic Del Brocco
Executive Artistic Director

The Henegar
Dominic Del Brocco, Executive Artistic Director
PRESENTS

Rock Of Ages

Book by Chris D'Arienzo

Arrangements and Orchestrations by
Ethan Popp

Rock of Ages is made possible in large part by the artists of the original songs
performed in this show.

All individual song credits are listed towards the rear of the playbill.

WARNING:
This Production includes Strobe Lights,
Haze, and Loud Noises

MUSICAL NUMBERS

ACT 1

Noize/Paranise/GoodTimeCompany
Sister Christian.....Father, Mother, Sherrie, Drew, Ensemble
We Built this City/Too Much Time.....Hertz, Regina, Lonny, Dennis, Stacey Jaxx
.....Mayor, Ensemble
I Wanna Rock.....Drew, Ensemble
We're Not Gonna Take it.....Regina, Protesters, Ensemble
More Than Words/To Be With You/Heaven.....Sherrie, Waitress #1, Drew, Ensemble
Waiting for a Girl Like You.....Drew, Sherrie, Stacey, Ensemble
Dead or Alive.....Stacey, Sherrie, Ensemble
I wanna Know What Love Is.....Hertz, Regina, Lonny, Dennis, Stacey, Mayor, Ensemble
Noize/Not Gonna Take It.....Company
Harden My Heart/Shadows of the Night.....Sherrie, Justice, Ensemble
Here I go Again.....Company

ACT 2

The Final Countdown.....Dennis, Lonny, Hertz, Franz, Regina, Ensemble
Any Way/I Wanna Rock.....Justice, Sherrie Drew, Lonnie, Dennis, Ja'Keith Gill,
.....Strippers
We're Not Gonna Take It (Reprise).....Regina, Protesters
High Enough.....Sherrie, Drew, Ensemble
Hate Myself for Loving You/Heat of the Moment.....Sherrie, Drew, Stacey, Ensemble
I Can't Fight this Feeling.....Lonny, Dennis, Ensemble
Every Rose Has Its Thorn.....Company
Keep on Lovin' You.....Hertz
Oh, Sherrie.....Drew, Sherrie, Ensemble
The Search is Over.....Drew, Sherrie, Ensemble
Renegade.....Stacey, Ensemble
Don't Stop Believing.....Company

There will be one fifteen minute intermission.

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CAST LIST

Jamie Smeriglio.....Drew
Olga Intriago.....Sherrie
Will Perry.....Lonny
Benjamin M Benya.....Dennis
Patrick Plucinsky.....Stacey Jaxx
Ralph Bordner.....Hertz
Dominic Del Brocco.....Franz
Natali Palmer.....Justice
Ensemble.....Michie Aranguren,
Kayla Canada, Torie D'Alessandro, Ricky DeVito, Sean Hancock, Kara Howard, Cesar Montenegro, Cullen Sanders, Amanda Smith, Julie Weber

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CAST BIOGRAPHIES



Michie Aranguren (Ensemble/ Understudy Sherrie) originally from Venezuela, is delighted to debut at Henegar Center with this amazing cast. FAU's Bachelor of Music & Stella Adler Studio of Acting NYC alumni. Favorite credits: "In The Heights" "Sesame Street Live" "How To Succeed" & "Chicago". Thankful for Dom, Joey, Jess, Karen & the rest of the creative team for such an amazing opportunity. To my family, & friends: thank you for the support and love. YOU ROCK! #BLM #LoveIsLove

@michiemandarina



Benny Benya (Dennis) is stepping out from behind the Henegar Bar to run the Bourbon Room in what he describes as "a real stretch." Benjamin's previous credits include several productions not listed here in the interest of saving you time. He would like to thank both Dominic and Jessica for their time and patience during the rehearsal schedule as well as his mother Margo for flying in from Arizona to support him. He would also like to thank this fantastic and versatile cast for their infectious positivity and immense talents as well as his wife, Melinda, for contractually-obligated matrimonial reasons. "Of course, I would like to play the guy next door, but nobody's going to hire me for that kind of role." -Brad Dourif



Ralph Bordner (Hertz) is honored and excited to play the role of Hertz, making both his Henegar and Florida community theater debut! Some of his fave previous roles from Maryland & Ohio include Willy Wonka (*Willy Wonka*), Mr. Mayor (*Seussical*), Max (*Sound of Music*), Mr. Upson (*Mame*), and The Man in the Yellow Suit (*Tuck Everlasting*). He is incredibly grateful to Dominic for giving him this opportunity and expresses his thanks to an amazing cast, staff & crew. Break a leg!



Kayla Canada (Ensemble / Mother) is excited to be returning to the Henegar stage in *Rock of Ages*! Favorite credits include *Something Rotten* (Portia), *Godspell*, *Anything Goes* (Hope Harcourt), *A Christmas Story* (Mother), *Beehive: The 60's Musical* (Alison), *The Little Mermaid* (Aquata), *The Secret Garden* (Claire), *Beauty and the Beast*, *Spamalot*, *White Christmas*, and *A Gentleman's Guide to Love and Murder*. "To my family and friends, thank you for your endless love and encouragement. To my husband, Trey, thank you for being my rock in all things. Dominic, Joey, and Karen, thank you for your support and this opportunity. Enjoy the show, everyone!"



Torie D'Alessandro (Ensemble / Waitress #1) is so excited to make her Henegar debut in *Rock of Ages*! Brevard County theatre credits: *Little Women The Musical* (Jo March), *CATS* (Victoria the White Cat), *Newsies* (Katherine Plumber), *9 to 5 The Musical* (Choreographer/Maria) and more. She received her A.S. Degree in Musical Theatre from Florida School of the Arts. College credits: *Ragtime* (Choreographer), *Baby: The Musical* (Lizzie), and *Gypsy* (June). Summerstock credits: *Mamma Mia!* Connecticut Repertory Theatre, Director: Terrance Mann (Ali/ensemble), and *Cabaret* (Rosie). She toured in *Sesame Street Live! Let's Party!* Feld Entertainment (Oscar the Grouch/Maya Monster/Citizen). She thanks everyone at The Henegar for making this an awesome experience! Instagram: @toorriie

CAST BIOGRAPHIES



Dominic Del Brocco (Franz) is thrilled to be sharing the stage with the countless talented individuals that made this show possible. Dominic became the Executive Artistic Director for the Henegar since May of last year. Every production we have created this year is an effort to create and push the level of quality seen at this theatre and take it to the next level. I am confident with the remarkable talents of the Staff, Cast and Production Team, that we will succeed. It is a joy to once again portray this role and be reminded of the time and sacrifice that each of these performers go through to be in a show. Much thanks to Nick, Mom, family and friends for their continued support.



Ricky DeVito Jr. (Ensemble / Lead Guitarist) feels it's "just like livin' in paradise" being back on the Henegar Center stage with the incredibly talented cast of *Rock of Ages*! This is his second production at The Henegar Center after performing as Doody in last seasons production of *Grease*, and is incredibly grateful for the opportunity to be back performing onstage again, especially in a time such as this. Being able to perform and be creative right now is truly so special. Okay enough emotional stuff, let's rock out or something! Favorite credits include: *Newsies* (Race), *Grease* (Doody), *Spring Awakening* (Ernst). You can follow Ricky on Instagram: @rickydevitojr. Enjoy the show!



Sean Hancock (Ensemble/Dance Captain/Ja'Keith) This is Sean's second production with The Henegar Center and he is so excited to be a part of this amazing cast! He graduated from Columbia State in Commercial Entertainment. Some of the shows he has been in include: *Thoroughly Modern Millie* (Bon Fu), *Cats* (Mr.Mistoffelees), *9 to 5* (Josh), *Rock of Ages*, *Little Mermaid*, *Sister Act*, *Newsies*, and *In the Heights* "I've had a blast being a part of this production and can't wait for many more!"



Kara Howard (Ensemble) was born and raised in New York, and after getting her BA in Musical Theatre from Cortland State University spent the majority of her professional career singing her way around the Caribbean with Carnival Cruise Lines. She is thoroughly enjoying her time on the Sunset Strip with her fellow rockstars, and is so grateful to the Henegar for the opportunity! Professional theatre credits also include productions of *Man of La Mancha* (swing) and *Rent* (swing). Big thank you to her mom and dad for being her #1 groupies!



Olga Intriago (Sherrie) A junior in the BFA Musical Theatre program with a Dance minor at the University of Central Florida. Previous credits include *Once on This Island* (Erzulie), *Godspell*, *Grease* (Rizzo), *Evil Dead* (Cheryl), *A Chorus Line* (Maggie), *Mamma Mia!* (Sophie), *West Side Story* (Maria), *Bonnie & Clyde* (Bonnie), *Carrie* (Carrie), and *Hair* (Crissy). Instagram: @olgaintriago

CAST BIOGRAPHIES



Veronica Lowry (Regina) is happy and humbled to be in her fourth production here at the Henegar. You may have seen her last year in *A Chorus Line* (Val), *Grease* (Frenchy), *Elf* (Deb), or on her tiktok where she recently compared an attractive man to a loaf of bread. @verahrah. Veronica has a BFA in musical theatre from Shenandoah Conservatory and has performed professionally in New York City as well as regionally around the U.S. Her other passions are improv, stand-up, and contemplating her life choices in the mirror. She is incredibly thankful to have supportive parents who indulge her creative endeavors and who paid for her perfect teeth. Special thanks to Dominic and Karen who literally don't stop believin' in me. Love you all.



Cesar Montenegro (Ensemble) is extremely grateful for this opportunity. He wants to thank his family, and friends for the continued support in pursuing his craft. He would like to also thank the amazing cast and crew for all their hard work and He is truly inspired by everyone's talents and creativeness. When you've given up hope don't stop believing in- sta :@cesarmont5011



Natalie Palmer (Justice) is thrilled to be revisiting the role of Justice for a second time. She was most recently seen in Bright Star(Alice Murphy)at TPI and The Sound of Music(Maria) at CVP. She has performed professionally with Ted Neely on the Jesus Christ Superstar tour and Todrick Hall in OZ the musical. Some other credits include Wedding Singer(Julia), RENT(Maureen), Next to Normal(Diana), Hair(Sheila). She currently teaches voice in Rockledge and loves having the opportunity to work with the next generation of young performers. She would like to thank the Henegar staff/crew for the endless hours they put into bringing this show to you. To her husband Jason, thank you for supporting me and pushing me to do this show again. ILY Insta:@palmerperformingarts



Will Perry (Lonny) is stoked to once again have the opportunity to play the role of Lonny in Rock of Ages in his first performance at the Henegar! Previous credits include Conrad Birdie (Bye-Bye Birdie), Sky Masterson (Guys and Dolls) and Phantom/Raoul (Phantom of the Opera – BCC concert). Will then took 22 years off of the stage before being initially cast as Lonny in 2017. Will would like to personally thank the Director and the incredibly talented cast. He would like to dedicate his performance overly sarcastic daughter Hailey, who without her eye-rolls and “OMG Dad, really?” statements, would never have given Will the inspiration how to perform as Lonny. So, thanks kiddo! Now sit back, grab a can of Aqua-Net and enjoy having your faces melted!



Patrick Plucinsky (Stacee Jaxx) is ecstatic to rock it out as Stacee Jaxx! After just playing Danny Zuko in “Grease” at the Henegar, he is very happy to be back here on the stage. Not very long ago, he was performing at Tokyo Disneyland as a part of the opening cast of “Mickey’s Magical Music World”. He’s hoping to get back to Japan once the world is in a better place, but being a rockstar in the meantime is pretty frickin awesome. BFA Musical Theatre - Ohio Northern University (2016). Favorite Credits: Gabe (Next to Normal), Clyde (Bonnie and Clyde), Algernon (The Importance of Being Earnest). Patrick is beyond thankful for this chance to create art and perform right now. Seriously. Okay, let’s rock! @patrickbubblepop

CAST BIOGRAPHIES



Cullen Sanders (Ensemble/Joey Primo) is thrilled to once again be performing on the Henegar stage! Favorite credits include Phil Davis in "White Christmas", Race in "Newsies" (Cocoa Village Playhouse), Finch in "Newsies" (Titusville Playhouse), Sonny LaTierri in "Grease" (Titusville Playhouse & Henegar Center), Mark Anthony in "A Chorus Line", Diesel in "West Side Story" (Henegar Center), amongst others. He would like to thank Dom, Joey, Karen, Jess and the rest of the production team for all that they have done for the production, his mother

for her endless encouragement, and Kayla for consistently being his rock... as well as his ride. IG | c.antonxo



Jamie Smeriglio (Drew) Jamie is very excited to make his debut here at The Henegar in a dream role of his! He was most recently seen in Tennessee at Dolly Parton's Stampede and The Smoky Mountain Opry. Jamie has worked all around world at various dinner theatres, theme parks and cruise lines. Book show credits include: The Producers (Leo Bloom), Sweeney Todd (Toby), Fame (Nick Piazza), The 25th Annual Putnam County Spelling Bee (Barfee)



Amanda Smith (Ensemble / Mayor) is making her Henegar debut and is thrilled to be returning to the stage after a 2 year break. She has over 20 years of experience on stages throughout Indiana before she and her wife and sons moved here 5 years ago. She has been played Anytime Annie in 42nd Street and Rose in The Secret Garden at the Cocoa Village Playhouse. Amanda is a scenic artist and prop & set dressing specialist. She proudly serves side by side with her wife, "Bean", the shop foreman and master carpenter of The Henegar, and their son Damian Alvarez as the fly system operator and the drummer. She has worked on the sets of Grease, Elf, Godspell, Once on this Island and Rock of Ages. "I grew up entertaining with my parents and sisters. Theatre was all around me. All I ever wanted for my family when I was older was to be fully submerged in the art of creation, music, and performance together as a unit. Not only do I get to work with my wife and sons here, I feel we've found that extended family you call "home" in the people here at the Henegar. I am soooo happy to be a part of this and thankful for the push to get back out there from my family, Dominic, and the whole gang here at our theatre. Rock on, ya'll!"



Julie Weber (Ensemble) is excited to be making her debut on the Henegar stage. She recently graduated from Florida Southern College with a B.F.A. in Theatre Performance. Her recent performances include Kate Murphey in Titanic the Musical and Ensemble in Joseph and the Amazing Technicolor Dreamcoat. She is honored to be sharing the stage with such a talented cast and crew and is ready to rock on!

INDIVIDUAL SONG CREDITS

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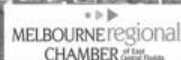
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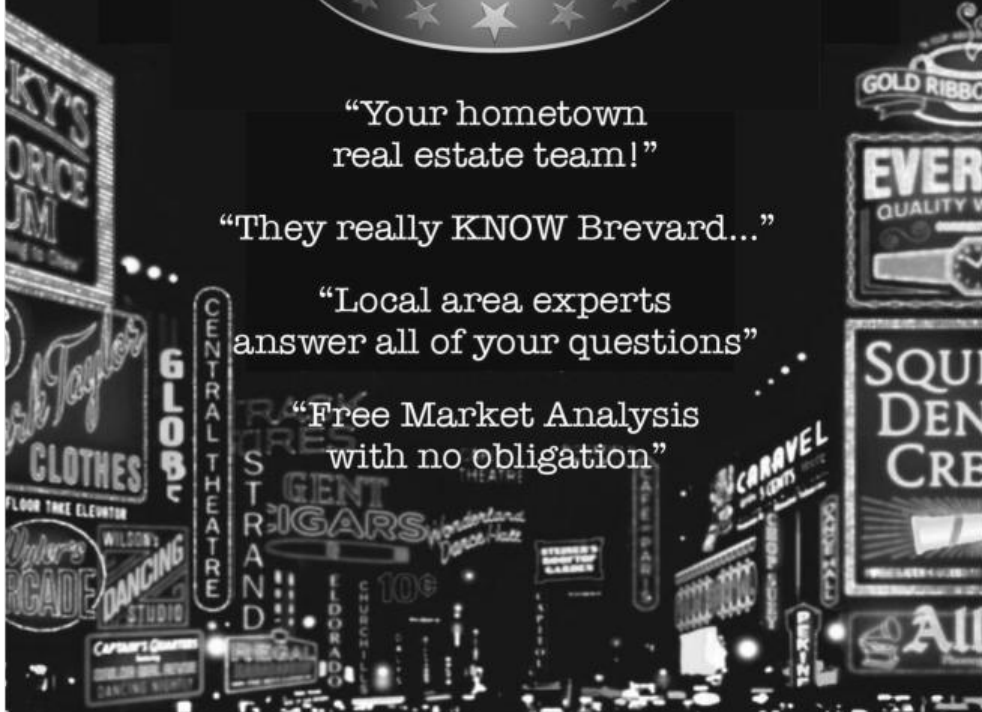


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