

Profile

indiafest

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

Indiafest 2022

TOTAL Operating Budget Amount for Most Recently Completed Fiscal Year

\$107,751

Organization Name

Manav Mandir Inc DBA Indiafest

Mailing Address:

2200 W Eau Gallie Blvd. #200

City: State: Zip Code:

Melbourne, FL 32935

Federal Employer ID #:

86-1070806

Web Site:

Indiafestbrevard.org

Organization Telephone:

321-591-3324

Organization Email:

indiafestbr@gmail.com

Primary Contact Person: First: Last:

Mrs Nina Gadodia

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

321-591-3324

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

nina.gadodia@gmail.com

Alternate Contact Person: First: Last:

Mr Shobhit Mehta

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

321-848-8160

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

shobhit.mehta@gmail.com

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

Indiafest is one of the premier festivals in Brevard County, showcasing Indian arts & culture. At the 2019 festival over 9000 people attended this two-day event, of which 15% attendees were outside of Brevard County. Indiafest spends about \$15,000 in marketing the event that includes newspaper, magazines, radio ads, yard signs, and flyers advertising covering Brevard & neighboring counties. Indiafest is requesting grant funds to help with marketing and logistic expenses for the 2022 event.

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

Marketing, other General Operating costs

Total number of attendees for FY2018-2019

9,000

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

1,200

Total number of attendees for FY2017-2018

7,500

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

900

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

Grant Category

Festivals

Proposal Budget

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

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

Upload Proposal Budget

22 wizehive proposal budget - Indiafest - v2.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

Indiafest was born in 1996 as a humble effort, in an attempt to showcase the Indian culture, heritage and philanthropic values. Twenty-four years later, it has grown into an incredible two-day festival that exemplifies the diversity of India in its entertainment, folk arts & crafts, traditional food, and cultural vendors. While primarily an arts and cultural festival, Indiafest also promotes community service, charitable support causes as well providing volunteer opportunities for local youths. The main goals and objectives of Indiafest are as follows:

- 1) Promotion of Arts and Culture – Indiafest is a symbol of cultural enrichment that strives to exemplify the diversity in our community through live entertainment, arts & crafts, traditional food, and cultural events. Indiafest, as a platform, provides the community at large an opportunity for a better understanding of culture of another country while helping our fellow brothers and sisters, no matter race, religion, or creed. Indiafest also provides an opportunity for youths to volunteer while they learn leadership skills, increase cultural awareness and learning.
- 2) Giving Back to Community – To date, Indiafest has donated over \$1,000,000 and have supported over 25 charitable organizations. A few of the major charitable causes supported are: over \$200,000 for Haiti Earthquake relief, \$70,000 to ‘Promise in Brevard’ and \$100,000 endowment fund with FIT covering college tuition for one Brevard County student. A full list of charitable donations are on Indiafest website.
- 3) Tourism and Economic Impact – Over 9000 visitors enjoyed 2019 Indiafest, of which 15% were out of county (Indiafest 2020 and 2021 were cancelled due to COVID-19). Indiafest have booths for approximately 35 vendors comprising of food, goods & services. Because of ethnic nature of the festival, many vendors are from out of area. Out of area vendors utilize hotels, restaurants, gas, & other necessities which results in dollars being spent in Brevard County. As much as possible, Indiafest try to use local businesses for festival logistics including tents, security, insurance, equipment rentals, etc. thereby helping local economy in Brevard.
- 4) Community Collaboration – Indiafest is put together by 100% volunteer effort with no paid staff in the organization. Further, all stage participants, performers and choreographers are community volunteers. In addition to the local community youth and adult participation, participants from other parts of Florida have performed at Indiafest bringing others such as spouses, parents, friends and instructors with them. The festival is supported by financial contribution from as many as 100 sponsors including many out of area sponsors. Out of area sponsors, having booths at the festival, will stay at hotels over the weekend, bringing tourism dollars to the County for lodging, food, gas, etc.

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

Twenty four years since its inception, Indiafest has grown into an incredible two day festival in Brevard County which exemplifies the diversity in our community through entertainment, arts & crafts, traditional food, and cultural vendors. In 2019 Indiafest was enjoyed by over 9000 visitors and the festival has become an eagerly awaited annual celebration by the community at large. It is our mission to enhance intercultural harmony by promoting awareness of the other culture in the local community. It also is an avenue that strengthens and emphasizes the arts and cultural in Brevard county by providing an all-inclusive event that attract people of all ages, ethnicity, and backgrounds - locally, neighboring counties, and from out of state. The festival is a result of the cohesive effort of Brevard's community that showcases the Space Coast cultural diversity & local arts.

Indiafest promotes integration of the world and local culture by vigilantly encouraging volunteer work and sharing among children and young adults by creating a platform for children of all cultures to participate and show off their talents thus, generating a sense of pride in their cultural roots and local community. The festival provides information in a fun, simple, and knowledgeable manner that motivates interest and answer questions.

The expansive 'Discover India' theme-based informational booths at the event are full of information on the festival's theme of the year. Live demonstrations are conducted to entertain and inform visitors on aspects of the Indian culture. Booths are composed of Yoga, Henna, demonstrations in sari and turban tying, folk dance, batik printing, and sitar playing, as well as cuisines and ethnic food. The primary goal is to have visitors leave with some knowledge of India's rich culture. The 'Youth Booth' provides opportunities to local youths to obtained leadership opportunities, gain experience in real-world event planning and provide a stimulating learning environment for visitors.

As Brevard County continues to grow and include people of diverse cultures, race and ethnicity, Indiafest consistently represents this fusion of "East Meets West" - an exhibition of all that is good about India and all that is positive about Brevard County. We appreciate and enjoy partnerships and sponsorship from over 100 local organizations and businesses. Proceeds have benefited many worthy local charities and global relief efforts. Over the last 24 years Indiafest have donated over \$1,000,000 to these efforts.

Ultimately, the goal of Indiafest is to promote and strengthen the interests of the arts and cultural of our community, an integral part to enhancing Brevard County's quality of life and its future growth.

Explain in detail, what is your methodology to capture numbers of out-of-county attendees at your event(s)/activities.**Maximum 1,000 characters**

Indiafest measures the event attendees through

- Capturing zipcode of all event attendees during ticket sales at the gate
- Complimentary attendance bands provided to stage performers including the ones from out of county
- Count of support staff for each participating vendors, many of which are from out of county
- Complimentary passes provided to event sponsors
- Organizing committee bands and parking passes

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

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

Maximum 3,000 characters

Marketing and advertising are pivotal to the success of any event. Being a solely volunteer based organization, all of the advertising and marketing efforts for Indiafest are completely done by volunteers and thus, resources allocated to marketing are 100% spent for those purposes. In 2019 about \$15,000 was spent in marketing/advertising utilizing a variety of tools ranging from newspapers, magazines, flyers, yard signs, radio and TV, social media, and through our website, along with links through emails and partnership on sponsors' websites. Advertising starts as early as 2 months prior to the event. Our marketing strategy in various formats is as follows

1) Print - Printed advertising are in the form of flyers, yard signs, press releases, featured articles in Florida Today, TGIF, the Weeklies, Orlando sentinel, and various local and out of area magazines. Over 9000 flyers are printed and distributed within and surrounding counties. Florida Today sponsors 2 quarter page advertising spots. Additionally, we're fortunate to establish loyal and long-time relationships with various printed media such as Space Coast Living magazine, Hometown News, Brevard Business News, Brevard Parent Magazine, El Playero, Ebony News, and several out of area Indian publication such as Khaas Baat, Desh Videsh, and India Abroad.

2) Radio - Radio ads are done with 99.3FM (iHeart Radio - locally and neighboring Counties), 98.5FM (The Beach), WMEL Talk Radio, and WFIT (in the form of PSA's and interviews). These stations target various interest and age groups. There have been many positive feedback from these types of advertising because the information is delivered during peak listening hours of the week before the event so it's current and fresh to listeners who're eagerly awaiting the next Indiafest.

3) Digital - Indiafest has comprehensive digital presence through its website. We also stay engaged with our attendees using frequent email campaigns. In recent years Indiafest has been advertising on social media such as facebook, youtube and on other digital platforms. This allows us to reach the millennial and other tech savvy digital media consumers. We utilized few locally owned digital advertising platforms and plan to increase our digital marketing campaign as time progresses.

4) TV - In the past Indiafest was featured on ESFC (previously BCC) TV station. We were also highlighted on Brighthouse Networks (now Spectrum) which offered live interview on what's happening in Brevard. We have also been featured in 'community happenings' section of local news channels as well as on TV-asia.

We are constantly looking for different ways to advertise and getting the word out about Indiafest, to stimulate new interests and keep information moving thereby bringing more attendees to the festival and ultimately, the county. This is evident in the increase in attendance (from 2000 visitors in 1996, to over 9000 in 2019) we see from year to year.

Required Documents to Upload

IRS determination letter

501C-3.png

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

indiafest Detail by Entity Name.pdf

Detailed Marketing Plan

Indiafest 2022-MarketingPlan.pdf

Support Materials

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

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

Optional support material file

1667182916_MQ.mp4

Optional support material file

IndiaFest2020_Flyer v3.pdf

Optional support material file

Schedule Stage 2019.pdf

Optional support material file

Indiafest-BrevardBusinessNews.pdf

Optional support material file

Indiafest-FIT-Endowment.pdf

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

Indiafest will be celebrating its 25th edition in 2022. To celebrate our big milestone, we are planning to extend our two-day festival for next year. We are in talks with other organizations within our county to join hands and make 25th Indiafest even bigger. We also plan to award endowment to Eastern Florida State College among other charitable donations on our 25th anniversary. Indiafest appreciates TDC's support over the years which helps with promotions and set-up expenses of the festival.

We ask for your consideration in this application and know that funds awarded will be put to good use and, will benefit Brevard County.

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

Mrs Nina Gadodia

Title

Chairperson

Text

Applications: File Attachments

Upload Proposal Budget

22 wizehive proposal budget - Indiafest - v2.xlsx

IRS determination letter

501C-3.png

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

indiafest Detail by Entity Name.pdf

Detailed Marketing Plan

Indiafest 2022-MarketingPlan.pdf

Optional support material file

1667182916_MQ.mp4

Optional support material file

IndiaFest2020_Flyer v3.pdf

Optional support material file

Schedule Stage 2019.pdf

Optional support material file

Indiafest-BrevardBusinessNews.pdf

Optional support material file

Indiafest-FIT-Endowment.pdf

Organization Name:		
PROPOSAL BUDGET: Next Fiscal Year Projections		
Projected Expenses:		
	Next Year Projected Expenditures	How will Grant Funds be allocated?
Personnel - Administrative	\$ -	\$ -
Personnel - Artistic	\$ -	\$ -
Outside Artistic Services/Fees	\$ -	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 15,000.00	\$ 10,000
Space Rental/Rent/Mortgage	\$ 28,000.00	\$ 10,000
Insurance	\$ 1,000.00	
Equipment Purchase/Office Supplies		\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 2,000.00	\$ 2,000
Contract Services/Fees	\$ 8,000.00	\$ 3,000
Collections/Acquisitions	\$ -	
Other Operating Expenses	\$ 45,000	\$ -
Subtotal Grant Funds		\$ 25,000
Total Projected Expenses	\$ 99,000	
Projected Income:		
Admissions	\$ 25,000	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ 15,000	
Contributions from Individuals	\$ -	
Corporate Contributions	\$ 40,000	
Government Support - Federal	\$ -	
Government Support - State	\$ -	
Government Support - Local	\$ -	
Foundation Support	\$ -	

Sheet1

Other Income	\$	-	
Applicant Cash	\$	-	
Total Projected Income	\$	80,000	

01/06/2008 16:15 FAX 3125603912

IRS

002

501C-3.

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

DEPARTMENT OF THE TREASURY

Date: JAN 06 2006

MANAV MANDIR INC
C/O JOHN L SOILEAU
3490 N US HWY 1
COCOA, FL 32926

Employer Identification Number:
86-1070806
DLN:
17051082016005
Contact Person:
LINDA DANIELS ID# 75096
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(1)
Form 990 Required:
Yes
Effective Date of Exemption:
February 11, 2003
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2007

Dear Applicant:

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

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Statute Extension

Letter 1045 (DO/C01)



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No Events No Name History

Detail by Entity Name

Florida Not For Profit Corporation
MANAV MANDIR INC.

Filing Information

Document Number	N03000001342
FEI/EIN Number	86-1070806
Date Filed	02/11/2003
State	FL
Status	ACTIVE

Principal Address

2200 W EAU GALLIE BLVD, STE 200
MELBOURNE, FL 32935

Changed: 04/20/2006

Mailing Address

2200 W EAU GALLIE BLVD, STE 200
MELBOURNE, FL 32935

Changed: 04/20/2006

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COCOA, FL 32923

Officer/Director Detail

Name & Address

Title VC

GADODIA, GOPAL
129 LANSING IS DR
IHB, FL 32937

Title Chairman

SHAH, MAHESH
402 HIGH POINT DR
COCOA, FL 32926

Title President

SHAH, MAHESH
402 HIGH POINT DR
COCOA, FL 32926

Annual Reports

Report Year	Filed Date
2019	02/11/2019
2020	01/20/2020
2021	02/03/2021

Document Images

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No Events

No Name History



Manav Mandir
Presents

Indiafest

Executive Committee

Chairperson

Nina Gadodia

Co-Chairs

Yasmin Majeed Rashmi Shah

Treasurers

Sanjay Shah

Secretary

Shobhit Mehta

Advisory Chair

Shirish Patel

Culinary Demonstration Committee

Kalpana Patel Smita R Patel

Usha Faldu

Discover India Committee

Rikeeta Mehta Sonal Saraf

Bhavna Joshi

Gate & Entrance Committee

Rupal Patel Rekha Vyas

Performing Art Committee

Mona Gandhi Neetu Vyas

Raffle Committee

Kavita Das Reena Goshal

Setup Committee

Mahendra Patel Umesh Singh

Sameer Patel

Sponsorship Committee

Ravi Jeloka Sue Mitra

Prabha Subramanian Naina Varanasi

Stage Events Committee

Anu Jeloka Smita N Patel

Vendor Committee

Prashant Chopde Bella Gandhi

Smita G Patel

Youth Involvement

Ishaan Jathal Pooja Shah

Youth Outreach Committee

Prapurna Maddikonda

Sejal Shah

Board of Advisors

Dipty Desai Gopal Gadodia

Mahesh Shah Naren Shah

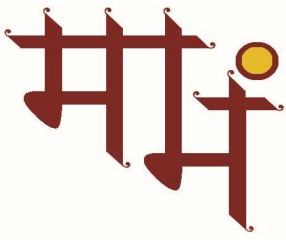
Mahesh Soni Pravin Patel

Dear Sir/Madam

Marketing and advertising are pivotal to the success of any event. Being a solely volunteer based organization, all of the advertising and marketing efforts for **Indiafest** are completely done by volunteers and thus, resources allocated to marketing are 100% spent for those purposes. In 2019 about \$15,000 was spent in marketing/advertising utilizing a variety of tools ranging from newspapers, magazines, flyers, yard signs, radio and TV, social media, and through our website, along with links through emails and partnership on sponsors' websites. Advertising starts as early as 2 months prior to the event.

Our marketing strategy in various formats is as follows

- 1) **Print** - Printed advertising are in the form of flyers, yard signs, press releases, featured articles in Florida Today, TGIF, the Weeklies, Orlando sentinel, and various local and out of area magazines. Over 9000 flyers are printed and distributed within and surrounding counties. Florida Today sponsors 2 quarter page advertising spots. Additionally, we're fortunate to establish loyal and long-time relationships with various printed media such as Space Coast Living magazine, Hometown News, Brevard Business News, Brevard Parent Magazine, El Playero, Ebony News, and several out of area Indian publication such as Khaas Baat, Desh Videsh, and India Abroad.
- 2) **Radio** - Radio ads are done with 99.3FM (iHeart Radio – locally and neighboring Counties), 98.5FM (The Beach), WMEL Talk Radio, and WFIT (in the form of PSA's and interviews). These stations target various interest and age groups. There have been many positive feedbacks from these types of advertising because the information is delivered during peak listening hours of the week before the event so it's current and fresh to listeners who're eagerly awaiting the next **Indiafest**.
- 3) **Digital** – **Indiafest** has comprehensive digital presence through its website. We also stay engaged with our attendees using frequent email campaigns. In recent years Indiafest has been advertising on social media such as Facebook, YouTube and on other digital platforms. This allows us to reach the millennial and other tech savvy digital media consumers. We utilized few locally owned digital advertising platforms and plan to increase our digital marketing campaign as time progresses.



Manav Mandir
Presents

Indiafest

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Chairperson

Nina Gadodia

Co-Chairs

Yasmin Majeed Rashmi Shah

Treasurers

Sanjay Shah

Secretary

Shobhit Mehta

Advisory Chair

Shirish Patel

Culinary Demonstration Committee

Kalpna Patel Smita R Patel

Usha Faldu

Discover India Committee

Rikeeta Mehta Sonal Saraf

Bhavna Joshi

Gate & Entrance Committee

Rupal Patel Rekha Vyas

Performing Art Committee

Mona Gandhi Neetu Vyas

Raffle Committee

Kavita Das Reena Goshal

Setup Committee

Mahendra Patel Umesh Singh

Sameer Patel

Sponsorship Committee

Ravi Jeloka Sue Mitra

Prabha Subramanian Naina Varanasi

Stage Events Committee

Anu Jeloka Smita N Patel

Vendor Committee

Prashant Chopde Bella Gandhi

Smita G Patel

Youth Involvement

Ishaan Jathal Pooja Shah

Youth Outreach Committee

Prapurna Maddikonda

Sejal Shah

Board of Advisors

Dipty Desai Gopal Gadodia

Mahesh Shah Naren Shah

Mahesh Soni Pravin Patel

- 4) **TV** - In the past **Indiafest** was featured on ESFC (previously BCC) TV station. We were also highlighted on Brighthouse Networks (now Spectrum) which offered live interview on what's happening in Brevard. We have also been featured in 'community happenings' section of local news channels as well as on TV-asia.

We are constantly looking for different ways to advertise and getting the word out about **Indiafest**, to stimulate new interests and keep information moving thereby bringing more attendees to the festival and ultimately, the county. This is evident in the increase in attendance we see from year to year.

Thank you.

Sincerely,
Indiafest Organizing Committee

Attachment: Invalid File or Empty File 1667182916_MQ.mp4

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Manav Mandir Presents

मंमं

Indiafest

Royal West India

Saturday, March 14th: 10:00am – 6:00pm

Sunday, March 15th: 10:00am – 5:00pm

Wickham Park - 2500 Parkway Dr, Melbourne, FL 32935

Adults: \$5.00 • Children under 12: \$2.00 • Children under 5: Free

*Cultural Shows, Traditional Indian Cuisines, Fashion Show, Music, Henna,
Indian Cooking Demo, Arts & Crafts, Yoga Demo, Great Raffle Prizes, & More*

Indiafest proudly supports

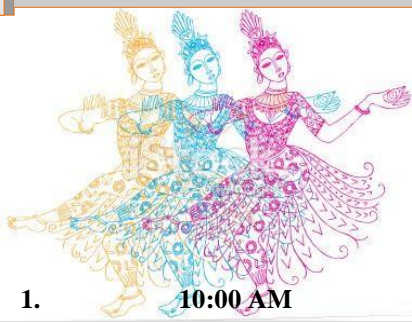
**Disaster Relief
in Puerto Rico**



*Florida Institute
of Technology*



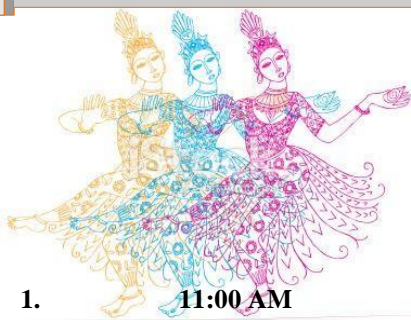
indiafestbrevard.org



Indiafest

Schedule of Events Saturday- March 9, 2019

1.	10:00 AM	10:10 AM PRAYER
2.	10:10 AM	10:20 AM NATIONAL ANTHEM
3.	10:20 AM	11:30 AM INDIAN MUSIC
4.	11:30AM	11:40AM Indiafest Announcements
5.	11:40 AM	11:50 AM BUNNY DANCERS - MAMATHA YALESWARAM
6.	11:50 AM	12:00 PM THILLANA - BHARATANATYAM - ANJALI FLUKER
7.	12:00 AM	12:10 PM SHUBH KIDS - YOSHITA PATEL
8.	12:10 PM	12:20 PM BANGLORE BOYS - MEGHANA ASHWIN
9.	12:20 PM	12:30 PM BHUMBROO MIX - FUSION DANCE SCHOOL (PRANITHA J)
10.	12:30 PM	12:40 PM RAFFLE
11.	12:40 PM	12:50 PM THE DAZZLERS - MAMATHA YELESWARAM
12.	12:50 PM	12:55 PM DANCING GABRUS- TANUJA DEVI
13.	12:55 PM	1:05 PM HINDI MEDLY - ABHINAYA DANCE ACADEMY (PRIYA M)
14.	1:05 PM	1:15 PM SHAPE OF YOU REMIX IN BAHATANATYAM - ANJALI FLUKER
15.	1:15 PM	1:20 PM ODISSI DANCE (FOUNDATION TEMPLE DANCE) - MARLENE WEISS
16.	1:20 PM	1:30 PM LITTLE CHAMPS - RONAK SHAH
17.	1:30 PM	1:35 PM Indiafest Announcements
18.	1:35 PM	1:40 PM SOUTH MEETS NORTH - GOURI & SUSHMA
19.	1:40PM	1:50 PM RAHI PYAR KE - TANUJA DEVI
20.	1:50 PM	1:55 PM SUPER SPARKLERS - MAMATHA YALESWARAM
21.	1:55 PM	2:00 PM DANCE N FUN - AMOGH GONWAR
22.	2:00 PM	2:05 PM BENGALI DANCE SHYAMA - AMRITA MUKHERJEE
23.	2:05 PM	2:10 PM TAMIL MEDLEY - GOURI & SUSHMA
24.	2:10 PM	2:20 PM PUNJABI KUDIYAN - NEETU VYAS
25.	2:20 PM	2:25 PM HARRY POTTER RAAGA - FUSION DANCE SCHOOL (PRANITHA J)
26.	2:25PM	2:30 PM LETS DO SOME BHANGRA - ABHINAYA DANCE ACADEMY (PRIYA M)
27.	2:30 PM	2:35PM RAFFLE
28.	2:35 PM	2:40 PM BENGALI BOLLYWOOD MEDLY - ANJALI FLUKER
29.	2:40 PM	2:45 PM DESI GIRLS - NEETU VYAS
30.	2:45 PM	2:50 PM MORNI BANKE - PALAK SHELAT
31.	2:50 PM	2:55 PM GARVI GUJRAT - RONAK SHAH
32.	2:55 PM	3:00 PM RHYTHMIC THUNDER - TANVI, MEENA & NIKHITA
33.	3:00 PM	3:05 PM Indiafest Announcements
34.	3:05 PM	3:10 PM PUNJABI TADKA - PAVITAR SANGHA
35.	3:10 PM	3:20 PM UDI UDI JAYE - ABHINAYA DANCE ACADEMY (PRIYA M)
36.	3:20 PM	3:30 PM DANCING BLUES - MAMTHA YALESWARAM
37.	3:30PM	3:35 PM DANCE FROM KERALA - SUSHMA SREE
38.	3:35 PM	3:40 PM INDIHOP - PRANITHA & PRIYA
39.	3:40 PM	3:50 PM GUJRATI FOLK DANCE - MEGHAVI PATEL
40.	3:50PM	4:00 PM BENGALI FOLK DANCE MIX - KHEYA CHAKRABORTY
41.	4:00 PM	4:10 PM RAFFLE
42.	4:10 PM	4:30 PM FASHION SHOW
43.	4:30 PM	4:45 PM ZUMBA



Indiafest

Schedule of Events Sunday - March 10, 2019

1.	11:00 AM	11:10 AM PRAYER
2.	11:10 AM	11:20 AM NATIONAL ANTHEM
3.	11:20 AM	12:00 AM INDIAN MUSIC
4.	12:00PM	12:05PM Indiafest Announcements
5.	12:05 PM	12:10PM GANESH VANDANA - NAINCY DESAI
6.	12:10 PM	12:15 PM BUNNY DANCERS - MAMATHA YALESWARAM
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42.	4:00 PM	4:30 PM FASHION SHOW

21st Indiafest set for the Wickham Park Pavilion, to highlight North India as countdown to 25th anniversary begins; Candlelighters of Brevard a beneficiary

By Ken Datzman

The countdown has begun for the quarter-century celebration of Indiafest, a two-day event that is designed to enrich the multicultural fabric of Brevard County. The fund-raiser showcases everything from traditional Indian cuisine to vibrant Indian fashions to that country's music and dances.

The 25th annual Indiafest is four years away. "But we are preparing now," said community volunteer Nina Gadodia, the founder of Indiafest who has served as the chairwoman for the event every year.

"What the committee has decided to do in celebration of the 25th anniversary is to highlight a part of India for the next four years at our annual Indiafest, leading up to the big event. To do that, we have divided India into four regions — north, south, east and west. For the upcoming 21st Indiafest, we will be presenting 'Heavenly North India' as our theme."

She added, "For the 25th year of Indiafest we will show how India's culture has influenced other cultures, including Italy, Greece, and Great Britain, in the last 2,000 to 3,000 years. And we will show how cultures of various countries have influenced India's culture."

India is the second most populated country in the world. It has nearly a fifth of the world's population. India is projected to be the world's most populous country by 2222, surpassing China.

The 21st Indiafest is scheduled from 10 a.m. to 6 p.m. on Saturday, March 11, and from 11 a.m. to 5 p.m. on Sunday, March 12, at the Wickham Pavilion on North Wickham Road in Melbourne. The Pavilion is near Eastern Florida State College. Admission is \$5 for adults and \$2 for children 12 years and younger. Those 5 years and younger will be admitted free of charge. Tickets are sold at the event.

The Indiafest program touches on just about every aspect of India through various demonstrations, activities, and vendor participation.

"We will have so many different things going over the two days," said Rashmi Shah, who is a member of Indiafest's Executive Committee and one of the co-chairpersons along with Yasmin Majeed. "People can learn about Indian traditions and culture. They can buy Indian clothing, as well as arts and crafts. There will be cultural shows going on from morning to evening. There will be dancing. Performers from The Historic Cocoa Village Playhouse will be part of Indiafest. The Playhouse is also an event sponsor this year. There will be something for everyone to enjoy."

The "Discover India Booth" will have displays and information centering on the "Heavenly North India" theme. North India is a "destination pulsating with extraordinary attractions. It has sheer natural beauty and a rich cultural heritage," said Shah. North India includes the states of Punjab, Uttar Pradesh, Haryana, and the capital of India, Delhi.



BBN photo — Adrienne B. Roth

Indiafest, a not-for-profit cultural organization, will showcase 'Heavenly North India' as its event theme on March 11–12 at the Wickham Pavilion in Melbourne. From left, the Executive Committee members are: Shobhit Mehta, secretary; Rashmi Shah, co-chairwoman; and Nina Gadodia, Indiafest founder and chairwoman. They are at Manav Mandir Temple in Suntree, which presents Indiafest each year.

North India has a diverse culture, added Gadodia. "It houses world heritage sites such as the Valley of Flowers, Qutub Minar, and Taj Mahal."

Shobhit Mehta, a software engineer with GE Energy in Melbourne, is the Executive Committee secretary for Indiafest. He says the event plays an important role "connecting second-generation and third-generation kids to their culture, like my daughter who was born here."

He continued, "Indiafest is not only an educational experience for them, but it's also an educational experience for the public in general, because the majority of the people who attend Indiafest are non-Indians. So they get to see and learn about a different culture. This is truly an educational event."

A survey conducted three years ago at Indiafest found that 60 percent of people attending were not of Indian descent, said Gadodia. "The survey also showed that Indiafest not only draws from Brevard County, but also

from Orange County and Indian River County. And the Indiafest vendors come from New York, New Jersey, Atlanta, and Tampa, and many times from India."

The event attracts as many as 8,000 people over the two days. Some 300 volunteers are involved in Indiafest over the two days. Indiafest has more than two-dozen members on various committees. The event is promoted with the help of the India Tourism Office in New York (posters and other collateral). "We are fortunate to have their support," said Mehta.

The Brevard County Tourist Development Council also is very active promoting Indiafest, said Gadodia. "They help us advertise the event in a number of ways, including through the use of electronic billboards in Orange County and they highlight Indiafest at many regional airports in the state. They also promote the event in India-themed

Please see 21st Indiafest, page 17

21st Indiafest

Continued from page 11

magazines in Orlando, Tampa, and Miami. The work of the TDC gives Indiafest a huge lift. They cover these promotional expenses."

She said Indiafest, a not-for-profit cultural organization, makes its money through sponsorship support. "We have been very fortunate through the years in that the sponsors believe in us and what we're doing in the community. My vision has always been to support all cultures. Brevard County is a melting pot of cultures. Indiafest has all types of sponsors, including banks, hospitals, attorneys, doctors, and media outlets."

The 21st Indiafest sponsorship levels range from \$500 (Silver) to \$6,000 (Kohinoor). There are various amenities at each giving level, including digital and banner advertising, an Indian-themed gift, your company link on the Indiafest website, and invitations to the "Sponsorship Appreciation Dinner." For full details on the different sponsorships, visit IndiafestBrevard.org. The Sponsorship Appreciation Dinner begins at 6 p.m. on Saturday, Feb. 25, at the Eau Gallie Civic Center in Melbourne.

Indiafest, presented by the Manav Mandir Temple in Suntree, typically raises from \$75,000 to \$80,000. Gadodia said "100 percent of the money raised goes back into the community, which includes the church, a charitable entity, and the father organization."

She said Indiafest supports at least six local charities every year. "And we also help with disaster-relief programs, nationally and internationally." For the last five years, the Indiafest committee has selected a local charity

to benefit from the event. "We give most of the money raised to that designated charity, which this year is Candlelighters of Brevard. The Indiafest committee does extensive research before choosing the charity of the year. Candlelighters of Brevard is a well-run organization. My heart goes out to them."

Candlelighters of Brevard Inc. provides financial assistance and emotional support to the families of children who have been diagnosed with pediatric cancer. Because there are no pediatric oncologists in Brevard, the families must travel outside the county to seek medical care for their children.

In an effort to raise even more money for Candlelighters of Brevard, Indiafest is having a raffle. Norwegian Cruise Line and Global Tours and Travel Inc. in Melbourne are teaming up for the Norwegian Raffle Giveaway — a seven-night Caribbean cruise.

The cruise ship will depart from either Cape Canaveral or Miami. For more information on the cruise, call Geraldine Blanchard at Global Tours and Travel. Her phone number is 676-6040 or send an e-mail message to Gerry@GlobalTours.com. Indiafest will also be doing a scratch-off promotion in "Florida Today," the "Monday before Indiafest," said Gadodia.

Since its founding, Indiafest has donated more than \$948,000 to various charitable causes, said Gadodia. The local recipients have included Serene Harbor, Crosswinds Youth Services, Cancer Care Centers, The Daily Bread, Sentinel of Freedom's Veterans Retraining Program, The

Children's Hunger Project, and Promise in Brevard, which it raised funds for last year to purchase "a much-needed" wheelchair-accessible van for the residents.

In 2011, Indiafest established an Endowment Scholarship at Florida Tech for a Brevard County student, said Gadodia, whose organization funded the endowment with \$100,000.

Indiafest is an all-volunteer undertaking. The Executive Committee includes: Nina Gadodia, chairwoman; Yasmin Majeed and Rashmi Shah, co-chairwomen; Sanjay Shah and Umesh Singh, treasurers; and Shobhit, secretary. The other committee leaders are: Culinary Demonstration, Kalpana Patel; Discover India, Rekeeta Mehta, Sonal Saraf and Usha Vardhan; Performing Arts, Nivedita Gharia and Neetu Vyas; Raffle, Kavita Das and Reena Ghoshal; Setup, Kantilal Bacrania, Samir Patel, Rupesh Patel and Mani Subramanian; Sponsorship, Ravi Jeloka, Prabha Subramanian and Sue Mitra; Stage Events, Anu Jeloka and Smita Patel; Vendor, Prashant Chopde and Kanan Shah; and Youth Involvement, Ami Asar, Ishaan Jathal, Brie Chankersingh, and Shivani Patel.

The Advisory chairpersons for Indiafest are Pravin Patel, Naren Shah and Shirish Patel. The Board of Advisors includes Dipty Desai, Alli Majeed, Mahesh Soni, Gopal Gadodia and Mahesh Shah. "It takes a tremendous effort from our volunteer committee members to put on Indiafest. It also takes the dedication of many volunteers who work at Indiafest over the two days of the event. We could not do it without their support," said Gadodia.

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Newsroom

FLORIDA TECH'S OFFICIAL NEWS SOURCE

Florida Tech Newsroom

Indiafest Creates Scholarship Endowment for Florida Tech

newsroom.fit.edu/2011/04/26/indiafest-creates-scholarship-endowment-for-florida-tech/

April 26, 2011



MELBOURNE, FLA.—Indiafest, a not-for-profit cultural organization, and for 15 years, one of Brevard County's most anticipated festivals, has awarded Florida Institute of Technology a \$100,000 endowment. This is another example of Indiafest's commitment to philanthropy, which has been well-documented since inception.

Unanimously approved by the Indiafest committee, the Indiafest Brevard Scholarship Endowment is expected to provide financial assistance annually to one Brevard Community College (BCC) graduate who attends Florida Tech.

Florida Tech will match each scholarship with five percent of the principal of the endowment. In addition, Florida Tech's BCC 2+2 relationship provides \$10,000 annual Presidential Scholarships for students transferring from BCC to Florida Tech.

The Florida Tech Office of Financial Aid will award the scholarship to a Brevard County resident transferring from BCC to Florida Tech. Additional criteria include commendable academic achievements and evidence of community involvement.

“We are extremely grateful for the endowment, which enables a local student to experience a high-tech education right at home,” said Florida Tech President Anthony J. Catanese.

There is an additional match by BCC.

“The Indiafest committee is proud to help a child achieve a wonderful education. This is one small way to encourage the talent of Brevard to stay in Brevard,” said Nina Gadodia, Indiafest co-chair.

Indiafest has assisted many local charities and provided aid in disaster recovery nationally and internationally with the funds raised during the annual event.

CUTLINE: Signing the letter of agreement are Florida Tech President Anthony J. Catanese and Indiafest co-chair Nina Gadodia. At left in front row is Pravin Patel, co-chair for Indiafest; at right is Ken Stackpoole senior vice president and chief development officer. Back row, from left: Florida Tech faculty members Chelakara Subramanian and Ashok Pandit; Ashok Shah, M.D., Dorothy Allen; and Ravi Jeloka, Indiafest treasurer.



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