

## Profile

Melbourne Art Festival, Inc

## SPACE COAST OFFICE OF TOURISM

### Guidelines

### FISCAL YEAR 2021 - 2022

### Cultural Support Grant Program

#### 1.0 INTRODUCTION & BACKGROUND

Tourist Development Council mission statement:

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

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

Goals of the Tourist Development Council Cultural Support Grant Program:

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

#### 2.0 APPLICATION PROCESS AND KEY DATES

June 2, 2021: Application Opens

June 2, 2021: Information meetings

June 25, 2021: Application Deadline, NLT 5pm

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

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

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

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

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

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

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

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

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

#### 3.0 ELIGIBILITY

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

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

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

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

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

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

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

##### **Tier System**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## **6.0 APPLICATION SUBMITTAL PROCEDURES**

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

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

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

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

## **8.0 EVALUATION CRITERIA**

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

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

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

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

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

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

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

Reviewer: Use the following scoring rubric as a guide  
Poorly presented: 0 - 3 points

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

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

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points

Adequate: 6 - 10 points

Good: 11 - 15 points

Very Good: 16 - 20 points

Excellent: 21 - 25 points

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

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 2 points

Adequate: 3 - 4 points

Good: 5 - 6 points

Very Good: 7 - 8 points

Excellent: 9 - 10 points

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

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 5 points

Adequate: 6 - 10 points

Good: 11 - 15 points

Very Good: 16 - 20 points

Excellent: 21 - 25 points

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

Reviewer: Use the following scoring rubric as a guide

Poorly presented: 0 - 1 point

Adequate: 2 points

Good: 3 points

Very Good: 4 points

Excellent: 5 points

Total PROPOSAL SCORE (Maximum 100 points)

**9.0 EVALUATION PROCEDURES**

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

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

Brevard Cultural Alliance staff will release submitted applications for eligible events or activities to the Cultural Committee of the Tourist Development Council and additional reviewers as needed for review and scoring through their WizeHive online system. Individual members of the Cultural Committee will evaluate the applications using the approved evaluation criteria prior to attending the Ranking & Recommendation meeting on August 24, 2021. Tourism Development Office and Brevard Cultural Alliance staff will compile the scores. The Cultural Committee will meet to validate scoring and recommend grant awards.

The Cultural Committee will forward grant applications and award recommendations to the Tourist Development Council for award approval, in order of ranking, up to the budgeted amount. Upon approval from the Tourist Development Council, recommendations will be forwarded to the Board of County Commissioners for final award. Awards are not final and available for use until final approval by the Board of County Commissioners.

Cultural Committee – Cultural Support Grant Program Ranking & Recommendation Meeting

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

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

## **10.0 REPORTING REQUIREMENTS**

### **Reporting**

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

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

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

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

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

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

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

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

## **12.0 ANTI-LOBBYING STATEMENT**

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

## **FY2021-2022**

### **CULTURAL SUPPORT GRANT APPLICATION**

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

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

Melbourne Art Festival

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

144,000.00

**Organization Name**

Melbourne Art Festival, Inc

**Mailing Address:**

PO Box 611

**City: State: Zip Code:**

Melbourne

**Federal Employer ID #:**

59-2525180

**Web Site:**

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

**Organization Telephone:**

321-722-1964

**Organization Email:**

johana@melbournearts.org

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

Johana Gant

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

321-412-8378

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

johana@melbournearts.org

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

Doug Taylor

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

321-288-7429

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

news@melbournearts.org

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

The Melbourne Art Festival presents a Juried Fine Art festival at Wickham Park, April 23 & 24, 2022, with over 200 participating artists. Free musical entertainment by local and regional acts on Saturday and Sunday of the festival. All Student arts and craft activities are free to all students in our KidsWorld area, Student Art Workshops taught by participating artists, and Brevard County students enter and compete in the Student Art Competition for prize money.

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

Marketing

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

45,000

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

4,500

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

41,000

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

4,920

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-2.xlsx

## Narrative Questions

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

**Maximum 3,000 characters**

The Melbourne Art Festival will hold it's 37th Annual event April 23 & 24, 2022 at Wickham Park in Melbourne, FL. Over 400 fine artists from all over the country will apply to be juried into the festival, there will be over 200 chosen and invited to attend. The Artists set up around the paved road of the back lake and exhibit their fine and unique art for the public to view and purchase. Student activities are designed to fulfill our Mission to encourage artistic endeavors by hosting free hands on activities in the KidsWorld area, Student Art Workshops and Student Art Competition. Live Musical acts, local and regional, are scheduled for both days of the festival to further enhance our mission for arts education and endeavors within our community and beyond. Various Food choices are available for purchase in the Food Court and multiple concessionaires set up around the event for attendees to pick up drinks and snacks. Direct advertising and marketing techniques are used through printed and digital media as well as social media to target areas around the state and country to bring in visitors and artists to attend our event and participate in our activities. Promotional posters and directories are distributed throughout the area to increase attendance. Admission and parking are free for all attendees.

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

**Maximum 3,000 characters**

The Annual Melbourne Art Festival has ranked in the top 200 favorite shows in the Sunshine Artist Magazine consecutively for the past 10 years, making it a destination for Art lovers all over the state and country. The festival held at Wickham Park is a perfect outdoor venue for all, it is family and pet friendly for the visitors enjoyment. Over 200 fine artists exhibit their unique art for visitors to view and purchase. Our free student activities attract families to the event by offering hands on activities and allow them to explore art from others, giving a perspective and appreciation, therefore creating opportunities to inspire artistic creations of their own. Live musical entertainment by local and regional acts on the stage near the lake brings an added artistic element and enjoyment for all ages that attracts visitors from within and outside of our county. Wickham Park is a destination in itself with many other community activities held during the year. Wickham Park is beautifully maintained by the Brevard County Parks and Recreation. Visitors and artists alike are able to reserve campsites to stay and enjoy all the festival has to offer for the entire weekend.

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

**Maximum 1,000 characters**

Each year during the festival we invite visitors to complete a 15 question survey. The survey questions target information needed to measure the effectiveness of our marketing/advertising, key demographic of attendees, economic impact and other quality measures to improve for future events. During the 2021 festival, due to COVID-19 protocols, we were unable to pass and collect these surveys.

Our Facebook Social Media was a successful effort to promote and advertise for attendance to our festival. The MAF posts were shared viewed/commented by 193,765 users, our paid advertising targeted in Brevard, Volusia, Seminole, Orange and Indian River Counties they reached 153.8K users and our paid impressions reached 388K.

We estimate our attendance at the festival by taking a 'snapshot' of visitors during the weekend with headcount taken at key locations by two volunteers and our estimate is that we had approximately between 40K to 45K attendance between the two days.

Feedback from 2021 participating artists was very complimentary of our extensive advertising in and out of county as well as on the many social media platforms used to attract them to apply and bring in visitors for the festival. Majority of participating artists commented that the festival was extremely successful for them as there seemed to be more visitors throughout the weekend than previous MAF events and any other show they've had since COVID restrictions were lifted. Record sales for artists were also an indicator of the large amount of visitors to the show.

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

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

**Maximum 3,000 characters**

The Melbourne Art Festival has multiple sources it utilizes to promote in-county and out of county advertising, marketing and promotion for the festival the 4th full weekend in April each year. Paid advertising is placed beginning in February each year with newspapers, periodicals and advertisements. Articles about the upcoming festival and the volunteer activities to organize are published to promote attendance from the community and beyond. Advertisements are placed in the Florida Today, Orlando Sentinel, TC Palm, Brevard Business News and other magazines. In-kind Public Service Announcements and live interviews are played on radio stations. Television advertisements are set up and played up to the festival to audiences throughout the region. Advertisement ads are placed in Sunshine Artist Magazine, nationally distributed, (on line and hard copy) to reach Artists across the country and beyond to bring in applications for artists to attend.

Our advertising, marketing and promotion is continuous from September through April every year. Committee volunteers participate in promotional activities throughout the year as well as place bumper stickers and decals to their personal vehicles to become rolling billboards for the event.

Facebook has been used the past few years for marketing and advertising for the festival. Events are created to invite visitors and to excite interest in the festival annual activities.

Banners and signs are made and placed in strategic locations around the exterior of Wickham Park, entrance roads and other local neighborhoods and in committee members homes and business. Advertisement Posters and Festival directories are distributed up to a month prior to the festival in businesses, motels, hotels, physicians' offices and other places in our community. All advertising includes MAF website, Facebook, Instagram and Twitter information to direct inquires to access information for artists and vendor applications.

In 2019 our survey results showed that we had 99% of visitors main reason to visit the park was to attend our festival. 10% were not Brevard County Residents and total economic benefit was approximately \$1,175,165.00 consisting of food, beverage and lodging within Brevard County during the weekend of the Festival.

## Required Documents to Upload

**IRS determination letter**

MAF IRS non-profit letter.pdf

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

MAF Detail by Entity Name.pdf

**Detailed Marketing Plan**

2022 MAF 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****Optional support material file**

2021 Sponsor Board.jpg

**Optional support material file**

2021 BBN Ad to support MAF.jpg

**Optional support material file**

2021 Advertising Poster.jpg

**Optional support material file**

2021 BBN Ad For Festival.jpg

**Optional support material file**

FB ad reach 2021.jpg

**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**

The Melbourne Art Festival volunteer Committee thanks the BCA for their support over the years with promoting and contributing to our annual festival. Every event across the world was severely impacted by the pandemic and we know everyone is trying to recover and will continue to bring some normality back to our communities. We worked hard to restructure our event to be compliant for all visitors and removed specific committees to prevent the spread of the Coronavirus. We feel this years festival was above everyone's expectations and we are going to continue working to organize this festival for our community and beyond with your continued support.

#### **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**

Johana Gant

##### **Title**

President

##### **Text**

## **Applications: File Attachments**

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#### **Upload Proposal Budget**

22-wizehive-proposal-budget-2.xlsx

#### **IRS determination letter**

MAF IRS non-profit letter.pdf

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

MAF Detail by Entity Name.pdf

#### **Detailed Marketing Plan**

2022 MAF Marketing Plan.docx

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

2021 Sponsor Board.jpg

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

2021 BBN Ad to support MAF.jpg

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

2021 Advertising Poster.jpg

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

2021 BBN Ad For Festival.jpg

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

FB ad reach 2021.jpg

|  |   |   |
|--|---|---|
| <b>Organization Name:</b>                              | Melbourne Art Festival, Inc             |   |
|  |   |   |
| <b>PROPOSAL BUDGET: Next Fiscal Year Projections</b>   |   |   |
| <b>Projected Expenses:</b>                             |   |   |
|  | <b>Next Year Projected Expenditures</b> | <b>How will Grant Funds be allocated?</b> |
| Personnel - Administrative                             | \$ -                                    | \$ -                                      |
| Personnel - Artistic                                   | \$ -                                    | \$ -                                      |
| Outside Artistic Services/Fees                         | \$ 30,000                               | \$ -                                      |
| Marketing/Communications (inc. printing & advertising) | \$ 20,550                               | \$ 20,000                                 |
| Space Rental/Rent/Mortgage                             | \$ 4,000                                | \$ -                                      |
| Insurance  | \$ 12,000                               | \$ -                                      |
|  |   |   |
| Equipment Purchase/Office Supplies                     | \$ 2,500                                | \$ -                                      |
| Travel/Mileage   | \$ -                                    | \$ -                                      |
| Materials/Supplies for productions/exhibits/events     | \$ 35,000                               | \$ -                                      |
| Contract Services/Fees                                 | \$ 25,000                               | \$ -                                      |
| Collections/Acquisitions                               | \$ -                                    | \$ -                                      |
| Other Operating Expenses                               | \$ 14,000                               | \$ -                                      |
| Subtotal Grant Funds                                   |   | \$ 20,000                                 |
| <b>Total Projected Expenses</b>                        | \$ 143,050                              |   |
|  |   |   |
|  |   |   |
| <b>Projected Income:</b>                               |   |   |
| Admissions   | \$ -                                    |   |
| Memberships/Tuition                                    | \$ 80,000                               |   |
| Contracted Services Revenue                            | \$ -                                    |   |
| Contributions from Individuals                         |   |   |
| Corporate Contributions                                | \$ -                                    |   |
| Government Support - Federal                           | \$ 10,000                               |   |
| Government Support - State                             |   |   |
| Government Support - Local                             |   |   |

Sheet1

|                               |    |         |  |
|-------------------------------|----|---------|--|
| Foundation Support            | \$ | -       |  |
| Other Income                  | \$ | 55,000  |  |
| Applicant Cash                | \$ | -       |  |
| <b>Total Projected Income</b> | \$ | 145,000 |  |

**Internal Revenue Service**

**Department of the Treasury**

Washington, DC 20224

Person to Contact:

Melbourne Art Festival, Inc.  
P. O. Box 611  
Melbourne, FL 32902

Mr. Friedlander  
Telephone Number:  
(202) 566-3712

Refer Reply to:

E:EO:R:1-1

Date:

**MAY 31 1991**

Employer Identification Number: 59-2525180  
Key District: Atlanta  
Accounting Period Ending: March 31  
Foundation Status Classification: 509(a)(2)  
Effective Date of Ruling: October 2, 1990  
Advance Ruling Period Begins: October 2, 1990  
Advance Ruling Period Ends: March 31, 1995  
Form 990 Required: Yes

Dear Applicant:

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

You have agreed on your application for exemption under section 501(c)(3) of the Code that your exemption is effective October 2, 1990, the date your completed application was filed.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, beginning with the effective date of this ruling, we have determined that you can reasonably be expected to be a publicly supported organization described in the section(s) of the Code shown above.

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during the advance ruling period. This advance ruling period begins on the date your exemption under section 501(c)(3) of the Code is effective and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to your key District Director information needed to determine whether you have met the

Melbourne Art Festival, Inc.

requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the effective date of this ruling for purposes of sections 507(d) and 4940.

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

Donors (including private foundations) may rely on the advance ruling that you are not a private foundation until 90 days after your advance ruling period ends. If you submit the required information within 90 days, donors may continue to rely on the advance ruling until we make a final determination of your foundation status. However, if notice that you will no longer be treated as the type of organization shown above is published in the Internal Revenue Bulletin, donors may not rely on the advance ruling after the date of such publication. Also, donors (other than private foundations) may not rely on the classification shown above if they were in part responsible for, or were aware of, the act that resulted in your loss of that classification, or if they acquired knowledge that the Internal Revenue Service had given notice that you would be removed from that classification. Private foundations may rely on the classification shown above whether or not they were responsible for an act or failure to act that caused you to lose your classification as long as you were not directly or indirectly controlled by them or by disqualified persons with respect to them. However, private foundations may not rely on the classification shown above if they acquired knowledge that the Internal Revenue Service had given notice that you would be removed from that classification.

Melbourne Art Festival, Inc.

If your sources of support, or your purposes, character, or methods of operation change, please let your key district know so that office can consider the effect of the change on your exempt status and foundation status. In the case of an amended document or bylaws, please send a copy of the amended document or bylaws to your key district. Also, you should inform your key District Director of all changes in your name or address.

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

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other federal excise taxes. If you have questions about excise, employment, or other federal taxes, please contact your key District Director.

If your organization conducts fund-raising events such as benefit dinners, auctions, membership drives, etc., where something of value is received in return for contributions, you can help your contributors avoid difficulties with their income tax returns by assisting them in determining the proper tax treatment of their contributions. To do this you should, in advance of the event, determine the fair-market value of the benefit received and state it in your fund-raising materials such as solicitations, tickets and receipts in such a way that your contributors can determine how much is deductible and how much is not. To assist you in this, the Service has issued Publication 1391, Deductibility of Payments Made to Organizations Conducting Fund-Raising Events. You may obtain copies of Publication 1391 from your key district office.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year normally are more than \$25,000. If your gross receipts each year are not normally more than \$25,000, we ask that you establish that you

Melbourne Art Festival, Inc.

are not required to file Form 990 by completing Part I of that Form for your first year. Thereafter, you will not be required to file a return until your gross receipts normally exceed the \$25,000 minimum. For guidance in determining if your gross receipts are "normally" not more than the \$25,000 limit, see the instructions for the Form 990. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. The maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are required to make your annual return available for public inspection for three years after the return is due. You are also required to make available a copy of your exemption application and supporting documents, and this exemption letter. Failure to make these documents available for public inspection may subject you to a penalty of \$10 per day for each day there is a failure to comply (up to a maximum of \$5,000 in the case of an annual return). See Internal Revenue Service Notice 88-120, 1988-2 C.B. 454, for additional information.

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

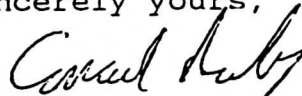
You need an employer identification number even if you have no employees. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

We are informing your key District Director of this ruling. Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

Melbourne Art Festival, Inc.

If you have any questions about this ruling, please contact the person whose name and telephone number are shown in the heading of this letter. For other matters, including questions concerning reporting requirements, please contact your key District Director.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Conrad Rosenberg".

Conrad Rosenberg  
Chief, Exempt Organizations  
Rulings Branch 1

Enclosure: Form 872-C





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[Events](#)   [Name History](#)

Detail by Entity Name

Florida Not For Profit Corporation  
MELBOURNE ART FESTIVAL, INC.

Filing Information

|                      |            |
|----------------------|------------|
| Document Number      | N08464     |
| FEI/EIN Number       | 59-2525180 |
| Date Filed           | 04/01/1985 |
| State                | FL         |
| Status               | ACTIVE     |
| Last Event           | AMENDMENT  |
| Event Date Filed     | 11/20/2019 |
| Event Effective Date | NONE       |

Principal Address

2013 MELBOURNE COURT  
MELBOURNE, FL 32901

Changed: 11/20/2019

Mailing Address

PO BOX 611  
MELBOURNE, FL 32902

Changed: 08/27/1991

Registered Agent Name & Address

Gant, Johana G  
207 Buffett Ln  
West Melbourne, FL 32904

Name Changed: 02/18/2016

Address Changed: 02/18/2016

Officer/Director Detail

Name & Address

Title President, Director

GANT, JOHANA G  
207 BUFFET LN  
WEST MELBOURNE, FL 32904

Title VP, Director

VAUGHN, ELISE  
2013 MELBOURNE COURT  
MELBOURNE, FL 32901

Title VP, Director

CASTELLI, LINDA  
2570 PINEAPPLE AVE  
MELBOURNE, FL 32935

Title Treasurer, Director

BELL, GREGORY  
115 HICKORY STREET  
STE 106  
MELBOURNE, FL 32904

Title Secretary, Director

CASE, MARTHA  
1972 SAGO PALM STREET NE  
PALM BAY, FL 32905

Title Director

VANSTRUM, MARK  
509 S PALM AVE  
INDIALANTIC, FL 32903

Title Director

KETCHEL, JOHN  
1700 BROOKSHIRE CIRCLE  
WEST MELBOURNE, FL 32904

Title Director

D'AMATO, SALVATORE  
827 E MELBOURNE AVE  
MELBOURNE, FL 32901

Title Director

HUCKABEE, RHONDA  
2330 STRATFORD POINTE DR  
MELBOURNE, FL 32904

Title Director

TAYLOR, DOUG  
5011 DIXIE HWY NE  
APT A309  
PALM BAY, FL 32905

Title Director

LECLAIR, PATRICIA  
2481 CROOKED ANTLER DR  
MELBOURNE, FL 32934

Annual Reports

| Report Year | Filed Date |
|-------------|------------|
| 2019        | 03/05/2019 |
| 2020        | 06/27/2020 |
| 2021        | 04/30/2021 |

Document Images

|   |                          |
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| <a href="#">06/27/2020 -- ANNUAL REPORT</a> | View image in PDF format |
| <a href="#">11/20/2019 -- Amendment</a>     | View image in PDF format |
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[Events](#)[Name History](#)

**Melbourne Art Festival**  
**2022 Marketing Plan**

| <b>Media Type</b>                 | <b>Budget</b>   |
|-----------------------------------|-----------------|
| Social Media                      | \$7,000         |
| TV - Spectrum                     | \$5,100         |
| Newspaper – Florida Today         | \$2,000         |
| Newspaper – Brevard Business News | \$2,100         |
| Radio – WFIT, Beach 98.5          | \$1,700         |
| Outdoor Advertising               | \$1,450         |
| Digital Advertising – Other       | \$1,200         |
| <b>Total</b>                      | <b>\$18,550</b> |



Attachment: 2021-BBN-Ad-to-support-MAF.jpg

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APRIL 24<sup>th</sup> | 25<sup>th</sup>

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



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 LEXUS

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

# SUPPORT THE *Arts*

Each year the Melbourne Art Festival raises money to promote, and encourage artistic endeavors, education and appreciation in Brevard. As a not-for-profit 501 (c)(3) organization we rely on the generous support and contributions of our business community to host this annual event. This year you can help by becoming :

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- Over 5,000 copies printed & distributed throughout Brevard County
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- Full color, multiple ad sizes & design services available

## SPONSOR



- Levels to fit any budget, including signage and tent options available
- VIP Artist Dinner Invitation
- Ad in Festival directory, plus logo on Festival poster, website, & social media

## VENDOR



- Food Vendor Spots Available
- New Fee Structure
- 20' Spaces in Food Court
- Water & Electric Available



DEADLINE:  
APRIL 4<sup>TH</sup>







# BBN Brevard Business News

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A Weekly Space Coast Business Magazine with Publishing Roots in America since 1839



BBN photo — Adrienne B. Roth

The 36th annual Melbourne Art Festival is set for April 24–25 at scenic Wickham Park in Melbourne. More than 200 artists plan to display their works. Artist booths will be set up around one of the lakes. The event, which will include live entertainment and a KidsWorld area, is free of charge. Vendors will be selling a range of food items. From left, the Melbourne Art Festival Board of Directors includes: Rhonda Huckabee, Greg Bell, Marsha Case, Mark Vanstrum, Sal D'Amato, Doug Taylor, Patricia LeClaire, Johana Gant, and Elise Vaughn. Linda Castelli is also a board member. They are at Wickham Park. Sponsorships are still available for the event.

## Melbourne Art Festival returns to Wickham Park; economic boost for county

By Ken Datzman

After one solid year of cancellations, community events are cautiously starting to come back as organizers work closely with local health officials to take measures to ensure the safety of attendees.

Last year the long-running Melbourne Art Festival, considered by many in the region as the granddaddy of such outdoor events, was originally scheduled for Wickham Park. The nationally ranked and juried fine-art show is hosted every spring and draws artists from around the nation.

But with the coronavirus spreading in April 2020, Brevard County announced the closure of parks for public events. The nonprofit Melbourne Art Festival committee scaled back its program and shifted to a virtual format.

"It was quite successful for the artists," said Johana Gant, president of the Melbourne Art Festival Inc. "We highlighted the work of more than 40 artists and had over 10,000 visits on our Facebook page and on other sites."

She added, "In general, 2020 was a tough year for artists because they faced one show cancellation after another, which greatly impacted their opportunity to sell their art to the public. And many of the 2021 shows have been canceled as well."

Through the decades, the Melbourne Art Festival has become a cultural tradition on the Space Coast, attracting

hundreds of artists and thousands of visitors on an annual basis.

Cultural art festivals not only generate a sense of pride for the participating artists, but also for the communities that host them.

And these types of events boost the local economy. A recent study revealed that 20 percent of attendees at Brevard's art and cultural events were from outside the county. Cultural tourists tend to spend more and stay longer than other visitors, according to the Brevard Cultural Alliance.

The Melbourne Art Festival has enjoyed a continuous on-site run up until last year.

Now the 36th annual show will be returning to Wickham Park, where it has been held since 2017. The event will be showcased on Saturday, April 24, and Sunday, April 25. The hours are from 9 a.m. to 5 p.m., both days. It will be held along the picturesque shores of one of the lakes at the park.

A symbol of the Melbourne Art Festival is the pink flamingo. Pink flamingos are on posters, art, everywhere. "That's been our mascot since the inception of the Melbourne Art Festival," said Gant. "In the last five years I believe we have brought it to the forefront. When people see the pink flamingo, they think of this event."

She added, "And now we're back on the grounds of Wickham Park. We're hoping for a record crowd over the two days."

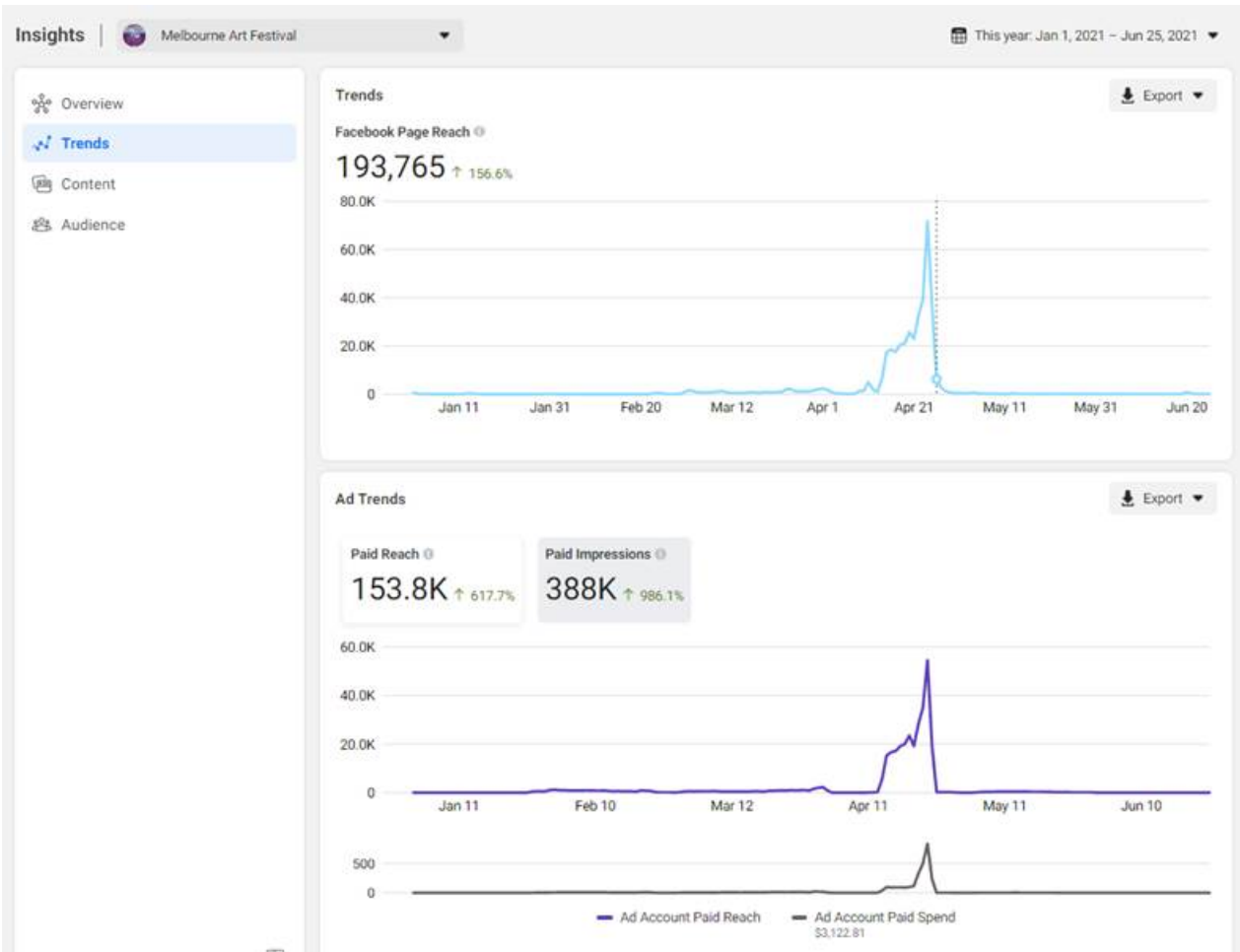
There will be live entertainment from 11 a.m. to 5 p.m., both days. Two bands a day will be performing. The Melbourne Art Festival is a free community event with free parking. There will be a full food court and concession sales around the park.

"We are excited to be back at Wickham Park," said Doug Taylor, a longtime committee member who sits on the board of directors of the Melbourne Art Festival.

Please see Melbourne Art Festival, page 23

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## Profiles: Melbourne Art Festival, Inc

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**Organization Name**

Melbourne Art Festival, Inc

**Name**

Johana Gant

**Email**

mafinfo@melbournearts.org

**Phone**

321-412-83789

**Address Line 1**

PO Box 611

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

Melbourne

**State**

Florida

**Zip Code**

32902

**User Login**

mafinfo@melbournearts.org