

## Profile

Native Heritage Gathering, 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**

Native Rhythms Festival 2021

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

28,600

**Organization Name**

Native Heritage Gathering, Inc.

**Mailing Address:**

1280 Marshall Court

**City: State: Zip Code:**

Merritt Island FL 32953

**Federal Employer ID #:**

36-4508361

**Web Site:**

[www.nativerhythmsfestival.com](http://www.nativerhythmsfestival.com)

**Organization Telephone:**

321-452-1671

**Organization Email:**

Martha@nativerhythmsfestival.com

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

Martha Pessaro

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

321-505-2418

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

John Ellis

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

321-917-0176

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

John@nativerhythmfestival.com

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

The Annual Native Rhythms Festival is a three -day family friendly, free admission event celebrating and honoring Native American Heritage Month through the presentation of Music, Arts, Dance, and Living History on the second weekend in November at the Wickham Park Amphitheater under the beautiful Pine trees.

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

Artistic Services, Materials/Supplies

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

13,000

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

5,001

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

15,000

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

5,001

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 budgetNHGI.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 13th Annual Native Rhythms Festival is a three-day family friendly, free admission event celebrating and honoring Native American Heritage Month through the presentation of Music, Arts, Dance, and Living History on the second weekend in November at the Wickham Park Amphitheater under the beautiful Pine trees.

The Native Heritage Gathering, Inc. organization has provided Brevard County with annual events including Powwows and the Native Rhythms Festival for nearly two decades. Focusing on the National recognition of November as Native American Heritage Month, we have provided three-day events during that month of November that have been the singular Native American event provided within the County designed for all peoples to attend and experience the diverse Native American Cultures of this Continent.

The Artists, Musicians, Dancers and Educators that perform at Native Rhythms Festival come from many different Native Nations, Tribal Entities, and Native backgrounds. The musicians are award winning, and we have had the Artist of the Year for Native American Music Awards appear for the past three years. Shelly Morningsong is also the Best Blues artist and has many awards and accolades to her many years of performance and travel. She and her husband, Fabian Fontenelle (Men's Traditional Dance Champion for many years at the Gathering of Nations Powwow, Albuquerque New Mexico, and many other Powwows) have performed. Together they have traveled the world performing for a vast array of events and honoring ceremonies. The list of accomplished musicians and artists continues and provides a vast draw of followers from across the world to attend Native Rhythms Festival annually. Our vendor village boasts the finest artisans and craftspeople from across the Continent. Providing educational programming for our community and attendees is priority for the festival and we are honored to have Jim Sawgrass Native American Village as well as the Ed WindDancer Cultural experience for all to attend. Workshops are held for a variety of music and culture related topics throughout the three-day weekend.

Our mission to provide the Native Rhythms Festival as a family friendly and free of charge event opens the door for families to attend unfettered by high cost of admission and in doing this we break down all socio-economic barriers for all attendees. We are a dedicated team of volunteers and we have established a loyal following of attendees who return annually as well as working diligently to promote the cultures of our least represented minority in the United States, our Native Americans.

**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 appearance in our County of the prestigiously and highly awarded Native American Performers, Artists, Craftspeople, and Educators should be at the heart of every public announcement from all public sources. At least two World Hoop Dance Champions have appeared annually and great effort to involve all performers who have been either nominated or voted in for GRAMMY or NAMA (Native American Music Awards which are the equivalent of GRAMMY awards) awards are considered for the stage performances. We have many attendees who are fans of the award -winning performers who make it a point to get to Native Rhythms Festival and travel from many locations including overseas. Our out of County visitation consistently accounts for approximately one third of our attendance. The Workshop offerings also attract a large attendance, and the popularity of the educational programs is ever increasing with overflowing requests for seats. The Living History exhibits and programs are attended by school groups from Brevard, Indian River County, Osceola County, and Orange County. Jim Sawgrass will be presenting the East Meets West Experience throughout the weekend and families can enjoy hands on exhibits and demonstrations that create an immersive experience. This program draws crowds from across the Southeast meeting Elementary School curriculum standards for Southeastern History.

Many members of our Flute Circle communities attend and travel great distances as well as within Florida to attend Native Rhythms Festival. The World Flute Society has long been a supporter of the festival and we have a large group of musicians from many of the Flute Circles who attend to hear the performances and many who compete in the Paula Ellis Memorial Flute Players Contest.

The variety and diverse base of Artists and Craftspeople who form our vendor village provide items for sale and demonstration of many of the crafts. Averaging 50 vendors and a full food court we provide economic opportunity to all the participants and a chance for all attendees to savor great food such as the delicious FryBread tacos of Mrs. O's Grill on Wheels, while learning about the diverse work of the award-winning artists. A wide variety of nonprofit organizations are invited to table and display and spread the word about their good work for Florida and the Southeast.

For this weekend, Brevard County becomes the epicenter of cultural excellence in honoring and celebrating Native American Heritage, Music, Arts, Culture, and Living History in the beautiful outdoor setting of Melbourne's Wickham Park.

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

### **Maximum 1,000 characters**

The Native Rhythms Festival is a free event and tickets are not issued or collected with customer information. Our onsite surveys have derived information on a short form templated after forms used at the McDowell Art Colony in Peterborough, New Hampshire when conducting their Artists Events, McDowell Downtown. The survey provides demographic information including Zip Codes. A similar survey was conducted years ago by the Tourism Development Council on the grounds during the event. Currently, our volunteer team conducts the surveys with willing attendees as they are exiting the event or when they are visiting our Information Booth/Hospitality Center. We use a Pin your Hometown on the map for each day and participants like to do that especially if they are a family group or traveling from afar. Parking lot data can reveal out of state attendees, but is not helpful with out of County Floridians. Having this as the first year that we are trying to capture such data, we are working on an approach through Social Media encouraging people to fill out the surveys and indicate attendance by signing up to events. Our online registration for the Workshops provides excellent and qualified data as we ask for Zip Codes in that process.

**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 Native Rhythms Festival Marketing plan involves a comprehensive approach to multimedia access resulting in the optimal outreach for all our targeted audiences, sponsors, and supporters. Our mission of providing a Family Friendly free of admissions event celebrating and honoring Native American Heritage Month sets our goal extremely high at reaching the broad spectrum of residents, visitors, supporters, artists, musicians, students, teachers, and most importantly, the people who have never attended the festival before. We work for everyone to know about and can attend and enjoy the festival. Our plan is outlined with a Project Management approach of assigning budget, schedule, and resources to the items.

The continuing presence of social media focused on our Website and Facebook provides worldwide access to all the planning and announcing of performers, artists, sponsors, and supporters and is available to anyone at any time free of charge. The power of social media is ever more important as the ability to converse with individuals and provide information is constant and acts much like a face-to-face encounter, which we utilize in outreach programs and other social gatherings, thus establishing personal connections. Face to Face connections are established with our Save the Date cards which are distributed for our committee and contracted performers to take to other events they are attending where personal connections can be made. The cards are a minimal expense that provides a reminder when taken home and placed on the refrigerator or bulletin board.

With our performers coming from all parts of the United States, we have a Face-to-Face reach in the west, the north, and here in the southeast. QR codes on the cards provide access to both Facebook and Website pages for dynamic updates and information. Word of mouth continues through our Flute Circle groups, the PowWow trail, and other nonprofit organizations event share benefits.

Paid advertising is focused on two distinctive publications that hit different and distinct demographics. We purchase advertising with Brevard Live, a locally owned and operated magazine focusing on the arts and middle to elder age readers. This targeted audience comprises the loyal supporters of music in Central Florida and is working to attract the younger crowd. Friends invite friends to attend Festivals and we find that our festival model works well with a strong musical marketing model. Our economic model also strives to leave the attendee at discretion for spending as they please. With no admission fee, people are more likely to travel and spend money with our vendors and community. Our second paid advertisement goes with the Brevard County School Board monthly magazine. A primary goal of the festival is the education of our attendees, especially our students. The expensive advertising available through the School Board Magazine goes home to all families and has proven beneficial over the years.

## **Required Documents to Upload**

### **IRS determination letter**

NHGI 501C3.pdf

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

Native Heritage Detail by Entity Name.pdf

### **Detailed Marketing Plan**

MediaPlan2021Marketing.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**

PhotosNRF2019.pdf

**Optional support material file**

v2\_NRF 2020 Engagement Ad.mp4

**Optional support material file**

Org\_StructureBIOS.pdf

**Optional support material file**

Gannt Chart NRF.pdf

**Optional support material file**

NRF-2021-Poster.pdf

**Optional support material file**

NRF2019 program 102819.pdf

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

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

**Additional Information**

We are proud to have the opportunity to provide Native Rhythms Festival here in Brevard County annually. The honoring and celebrating of Native American Heritage Month is vitally important to all of our citizens and visitors from around the World. Our small organization of all volunteer workforce continue to provide a weekend of enormous impact to the Space Coast while maintaining our mission of keeping the festival free for all to attend and assure universal access to all. Our history and culture is that important to our community and all of the organizations striving to provide these opportunities to our populace deserve the support that our County government entities can provide. We as humans require the beauty of our art, the sounds of our music, the movement of our dance, and the telling of our stories. All people thrive and excel where Culture is valued, nourished, cherished, and supported.

**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**

Martha Pessaro

**Title**

Treasurer, Event Chair

**Text**

321-505-2418

## Applications: File Attachments

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**Upload Proposal Budget**

22 wizehive proposal budgetNHGI.xlsx

**IRS determination letter**

NHGI 501C3.pdf

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

Native Heritage Detail by Entity Name.pdf

**Detailed Marketing Plan**

MediaPlan2021Marketing.pdf

**Optional support material file**

PhotosNRF2019.pdf

**Optional support material file**

v2\_NRF 2020 Engagement Ad.mp4

**Optional support material file**

Org\_StructureBIOS.pdf

**Optional support material file**

Gannt Chart NRF.pdf

**Optional support material file**

NRF-2021-Poster.pdf

**Optional support material file**

NRF2019 program 102819.pdf

<b>Organization Name: Native Heritage</b>	<b>Gathering, Inc.</b>	
<b>PROPOSAL BUDGET: Next Fiscal Year</b>	<b>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	\$ 5,000	\$ -
Marketing/Communications (inc. printing & advertising)	\$ 7,500	\$ -
Space Rental/Rent/Mortgage	\$ 1,200	\$ -
Insurance	\$ 800	\$ -
Equipment Purchase/Office Supplies	\$ 4,000	\$ -
Travel/Mileage	\$ -	\$ -
Materials/Supplies for productions/exhibits/events	\$ 7,000	\$ 5,000
Contract Services/Fees	\$ 21,000	\$ 5,000
Collections/Acquisitions	\$ -	\$ -
Other Operating Expenses	\$ 1,000	\$ -
Subtotal Grant Funds		\$ 10,000
<b>Total Projected Expenses</b>	<b>\$ 47,500</b>	
<b>Projected Income:</b>		
Admissions	\$ -	
Memberships/Tuition	\$ -	
Contracted Services Revenue	\$ 11,000	
Contributions from Individuals	\$ 9,000	
Corporate Contributions	\$ 1,500	
Government Support - Federal	\$ -	
Government Support - State	\$ 15,000	
Government Support - Local	\$ 3,000	
Foundation Support	\$ 6,000	

Sheet1

Other Income	\$	-	
Applicant Cash	\$	2,000	
<b>Total Projected Income</b>	\$	47,500	



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

DEPARTMENT OF THE TREASURY

Date:

NOV 12 2009

NATIVE HERITAGE GATHERING INC  
1280 MARSHALL CT  
MERRITT ISLAND, FL 32953

Employer Identification Number:  
36-4508361

DLN:

209314022

Contact Person:

JOHN JENNEWIEIN

ID# 31307

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated May 2003, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)



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- [Division of Corporations](#)
- [Search Records](#)
- [Search by Entity Name](#)

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**No Name History**

## Detail by Entity Name

Florida Not For Profit Corporation

NATIVE HERITAGE GATHERING, INC.

### Filing Information

Document Number N02000007847 FEI/EIN Number 36-4508361 Date Filed 10/11/2002 State FL Status ACTIVE

Last Event REINSTATEMENT Event Date Filed 03/01/2004

### Principal Address

1280 MARSHALL COURT  
MERRITT ISLAND, FL 32953

Changed: 04/22/2009

### Mailing Address

1280 MARSHALL COURT  
MERRITT ISLAND, FL 32953

Changed: 04/22/2009

Registered Agent Name & Address PESSARO, MARTHA S

1280 MARSHALL COURT  
MERRITT ISLAND, FL 32953

Name Changed: 03/01/2004

Address Changed: 03/01/2004

Officer/Director Detail **Name & Address**

Title D

ELLIS, JOHN  
3641 TURTLEMOUND ROAD  
MELBOURNE, FL 32934

Title T

PESSARO, MARTHA

1280 MARSHALL CT  
MERRITT ISLAND, FL 32953

Title D

ELLIS, CLAIRE  
3641 TURTLEMOUND RD.  
MELBOURNE, FL 32934

Title Director

Graves, Susan  
570 Janus Road NE  
Palm Bay, FL 32907

Title director

Gibbs, Zeta  
352 Carmine Drive  
Cocoa Beach, FL 32931

Annual Reports

Report Year Filed Date

2019	01/24/2019
2020	01/20/2020
2021	03/14/2021

Document Images

<a href="#">03/14/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/20/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2019 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/14/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/13/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/04/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/18/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/11/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/18/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/05/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/13/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/12/2010 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/22/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">06/20/2008 -- Off/Dir Resignation</a>	<a href="#">View image in PDF format</a>
<a href="#">01/31/2008 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/22/2007 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">05/03/2006 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2005 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/01/2004 -- REINSTATEMENT</a>	<a href="#">View image in PDF format</a>
<a href="#">10/11/2002 -- Domestic Non-Profit</a>	<a href="#">View image in PDF format</a>

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[Events](#)      **No Name History**

Florida Department of State, Division of Corporations

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Media Platform	Item	Cost	Date of activity	Mode
Brevard Live	Advertisement, Article	\$250.00	9/1/2021	Printed Material
Vista Print	Postcards, Save the Date	\$300.00	5/27/2021	Printed Material
Good Impressions	Flyers and Posters	\$500.00	9/1/2021	Printed Material
Design Graphics	Programs	\$1,500.00	10/6/2021	Printed Material
Banners on the Cheap	Banners	\$300.00	8/10/2021	Printed Material
Webmaster	website design and services	\$1,800.00	Monthly	Electronic
Television	Advertisement Design	\$0.00	9/15/2021	Broadcast
Television	Advertisement, PSA	\$0.00	10/15/2021	Broadcast
Billboards	Advertisement	\$1,850.00	9/25/2021	Transport Visual
Vision Maker Media	Advertisement Support	\$500.00	11/20/2021	NonProfit Sponsorship
Brevard Public Schools	Advertisement	\$500.00	10/1/2021	Printed Material
Radio	WFIT interview	\$0.00	10/28/2021	Airwaves
Outreach Opportunities	Various venues	\$0.00	Semi monthly	Face to Face
PSAs	Various outlets	\$0.00	Monthly	Electronic
<b>Social Media Platforms</b>				
Website	updates weekly		Weekly	Electronic
Facebook	50 posts weekly average		Weekly	Electronic
Flute Circle	3 posts monthly		Weekly	Electronic
		\$7,500.00		

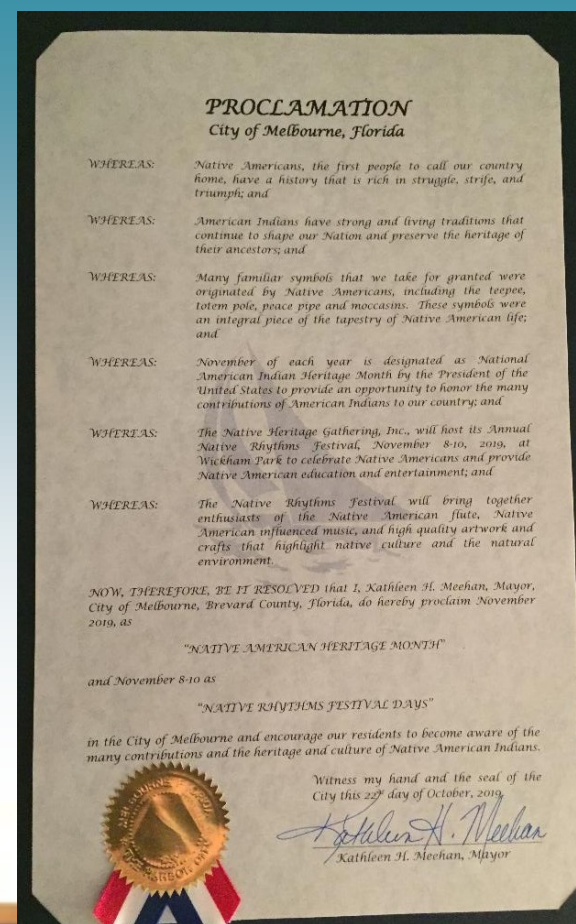
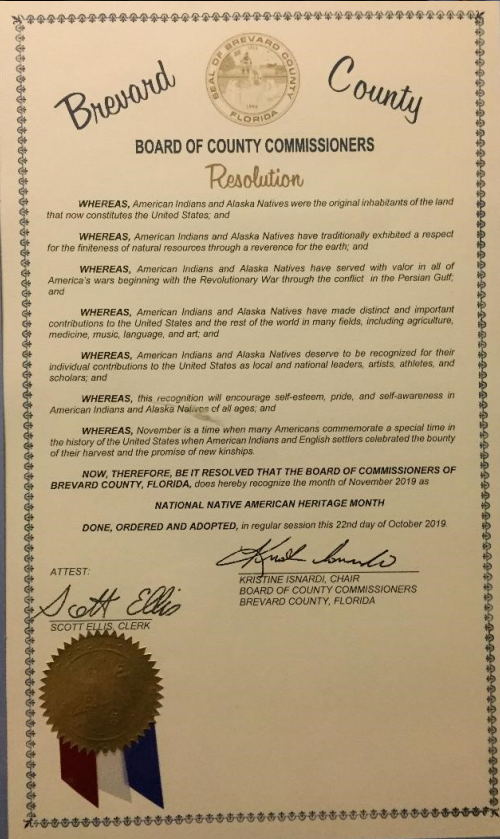
Media Platform	Item	Date of activity	Action
Brevard Live	Advertisement, Article	9/1/2021	Martha Contact and submit Press Release/conduct interview
Vista Print	Postcards, Save the Date	5/15/2021	Martha, John, Annette design and send to Vistaprint
Good Impressions	Flyers and Posters	9/1/2021	Design Team construct and distribute
Design Graphics	Programs	10/6/2021	Martha and John design and submit to Design Graphics
Banners on the Cheap	Banners	8/10/2021	Design Team design any new banner requirements
Webmaster	website design and services	Monthly	Retisoft work with John to design and publish
Television	Advertisement Design	9/15/2021	Annette work on Video and music
Television	Advertisement, PSA	10/15/2021	Martha contact and submit video for advertisement
Billboards	Advertisement	8/25/2021	Martha Contact Assistance for Billboards
Radio	WFIT interview	10/28/2021	Martha Contact Terry for date and material
Outreach Opportunities	Various venues	Semi monthly	Linda, Bart, John, Zeta coordinate and attend outreach events
PSAs	Various outlets	Monthly	Claire submit Press Releases to various outlets
<b>Social Media Platforms</b>			
Website	updates weekly	Weekly	Webmaster attend interaction
Facebook	50 posts weekly average	Weekly	Webmaster attend interaction
Flute Circle	3 posts monthly	Weekly	Flute Circles/IRFC Meetings and postings

#### Outreach Opportunities

Riverwind Flute Circle	
Gathering- Leesburg Center for the Arts	June 12th
Rockledge Gardens	Monthly during summer
Greater Palm Bay Chamber of Commerce	
Multicultural Day	September 18th
Cards distributed to Performers for show outreach	July 1st
Cards Distributed to Vendors	July 15th
WFIT Interview	October
Cultural Arts Showcase	?
Plant City Flute Circle	September 14th
Musical Echoes	September 24th



# Proclamations from Brevard County and City of Melbourne





## Performers at Wickham Park Amphitheater





## Cultural Showcase— Ed Winddancer Drum and Dance Troupe





## Vendors





## Workshops



## Attachment: Invalid File or Empty File v2\_NRF-2020-Engagement-Ad.mp4

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The file v2\_NRF 2020 Engagement Ad is corrupt or in an unsupported format.

## **Native Rhythms Festival Organizational Structure**

### **Teams for Success**

#### **ALL POSITIONS ARE VOLUNTEER- NO PAID POSITIONS**

**- Competitions (rules, judges, scoring, registration, awards, etc.) –Leader: Joyce Bugaiski-Artist**

**Team members:**

**- Festival Site (power, lights, etc.) –Leader: Mike Knight Artist, EEL Program Manager**

**Team members: Jenny Ashbury- Event Specialist**

**- Finance (bookkeeping & financial reporting) –Leader: Martha Pessaro – see Board**

**Team members:**

**- Flute School –Leader: Clint and Vera- World renown Flute Teachers**

**Team members:**

**- Fundraiser Camp Feed –Leader: Claire Ellis see Board**

**Team members: Committee, ALL**

**- Grants –Leader: Martha Pessaro see Board**

**Team members: Bart Lipofsky -Musician**

**- Graphics artist (logo, flier, program, etc.) –Leader: Annette Abbondanza-Musician, Artist**

**Team members:**

**- Hotel & Camping –Leader: Martha Pessaro see Board**

**Team members:**

**- Marketing & publicity –Leader: OPEN**

**Team members:**

**- Merchandise (T-shirts, necklaces, etc.) – Leader: Claire Ellis see Board**

**Team members: OPEN- ON SITE SALES NEEDED**

**- Outreach (public meeting, performances, appearances.) - Leader: OPEN**

**Team members: ALL**

**- Performers (contacts, contracts, stage performance scheduling, etc.) –Leader: Martha Pessaro see Board**

**Team members: Bruce Iwinski- Sound Engineer**

**Secretary, Administrative Aide(s) –Leader: Pat Jenkins retired from NASA**

**Team members:**

**- School Day activities – (publicity, on-site coordination, etc.) –Leader: Zeta Gibbs- Retired School Teacher**

**Team members: Zeta Gibbs, Susan Graves, Louise Rose, Sarah VerWiebe**

**- Silent Auction & Raffle – Leader: Susan Graves-see Board**

**Team members: Jenny Ashbury**

**- Sponsors – Leader: Claire Ellis see Board**

**Team members: ALL**

**- Social Media (website & Facebook) – Leader: John Ellis see Board**

**Team members: ALL**

**- Vendors/Exhibitors (contacts, site layout, etc.) – Leader: Martha Pessaro see Board**

**Team members: OPEN**

**- Volunteers – Leader: OPEN**

**Team members: OPEN**

**- Workshop Administration (pre-festival registration, workshop tent setup, tent admission control, etc.) – Leader: Zeta Gibbs Retired School Teacher**

**Team members: Tom Ransom retired IT Specialist**

**- Workshop Program (contacts, program setup & scheduling, etc.) – Leader: John Ellis see Board**

**Team members:**

## Native Rhythms Festival Organizational Structure

### Teams for Success

#### Roles and Responsibilities

**Competitions:** Format and produce judging sheets, rules and regulations, and registration forms. Conduct registration and provide funds directly to Treasurer.

Select and inform Judges for each of the following competitions:

Flute Makers, Flute Players, Artists

Contract and provide awards- present awards, provide winners list to Media leader and Emcee.

**Festival Site:** Work with Vendor Leader to develop site plan (Map). Reserve and pickup UHaul collecting storage items and any offsite equipment such as lanterns and posts from Sams House. Install banners one month out at Wickham Park locations.

Mark locations for vendor spots, install Flute Portal, setup electrical layout, fire extinguishers, parking signage and layout, distribute tables and chairs, set up portalets and roll off waste containers, recycle bins and trash cans. Empty trash cans, recycle bins, and freshen portalets. Troubleshoot any electrical issues, table and chair arrangements, etc.

**Finance:** Pay all bills and keep current and appropriate records of all transactions. Create budget for Committee review and adoption based on prior year's actuals and projections for future year. Provide reports for committee members and for grant reporting purposes. Pay all corporate and federal fees for the non profit corporation. File all appropriate reports and requirements with State and Federal entities. Create performer payment schedule and provide for all travel and lodging costs for each performer. Create cash drawers for Merchandise Tent, Raffle Tent, and Competitions.

**Flute School:** Set up instructors and program for Flute School. Contract site for school and instructors for Flute school. Provide program and marketing package for Flute School to the Webmaster. Keep record of all applicants and work with Social Media master to assure deposit of school funds and record to Treasurer all deposits with detailed list of applicants. Produce Flute School Program and assure printing of appropriate booklets for students. Assist with registration on days of Flute School. Provide goodie packages for Students to include School program, some honorarium, NRF Program, local area marketing pieces, and survey.

**Fundraiser Dinner:** Coordinate donations of food for Thursday evening fundraiser dinner. Provide list of donors to Social Media master for use online, in Powerpoint screen presentations, and for inclusion in grant applications. Set up dinner arrange all services required and pickups of donations, etc. for the evening. Collect all fundraising donations for dinners, Arrange volunteer setup, serving and cleanup crews. Write thank you notes to donors.

Note: This is changing to a Camp Feed on the grounds, Thursday evening.

**Grants:** Find all applicable grant sources and make applications per timetables. Work with Social Media master to provide high resolution photographs and lists of donors, sponsors and support materials. Attend grant workshops and panel meetings. Keep grant reports up to date and make all deposits with Treasurer for grant funding, as well work with Treasurer to assure appropriate documentation of payments.

**Graphic Artist:** Provide design and layout per Committee preference. Work design for Social media master and for use in programs. Create printable program working with Sponsor leader and Facilities leader to provide appropriate logos and maps.

## Native Rhythms Festival Organizational Structure

### Teams for Success

**Hotel and Camping:** Arrange host hotel sponsorship package. Contract performer guest list lodging reservations with host Hotel staff. Provide welcome packages for Headline performers. Setup and reserve camping sites for Performers who are traveling with RVs. Work with Park Staff to assure reservations and payments are made.

**Marketing and Publicity:** Work with press, radio, television, magazines and social media to provide press releases, interviews, articles, and coverage of NRF. Distribute save the dates, postcards, flyers and collateral materials to all outlets for marketing and publicity. Work with CMI and Tourism Development Commission to promote and publicize NRF.

**Merchandise:** Contract t-shirt production working with Graphic Artist and Sponsor Leaders to provide design and appropriate sponsor logo inclusions. Provide list of inventory to Committee and Treasurer. Provide onsite sales personnel volunteers by shifts for all days of the event. Train volunteers in sales process and security measures. Set aside Committee t shirts and sponsor t shirts as required.

**Outreach:** Conduct scheduling and discovery of outreach opportunities for NRF.

**Performers:** Conduct Performer selection process using compilation of applicable potential performers including all who have requested performing, as well as our past performers. Compile committee selections for top 8 Headline performers and top 6 Featured performers for future years. Construct future year contracts. Send invitations to selection with contract for future year. Collect signed contracts, inclusive of Stage Plots and Tech Notes including multimedia preferences, and travel requirements, mileage if driving, intention to hold workshop, assist school day, and or teach flute school, and booth space agreements. Conduct Performer Scheduling Process. Work with Sound and Stage Contractors to provide program continuity. Obtain Performer approval. Provide performer packages upon arrival. Work with Hotel Camping Leader to assure reservations for lodgings are attended to. Assure execution of stated contract and act as impresario during stay at NRF.

**School Day:** Compose Press release for schools for future year. Make distribution, appeals prior to school year ending to all applicable schools/School Board. Coordinate program execution with vendors, exhibitors, and performers. Provide volunteer staff for School Day program to assist with guiding groups to programs, giving teachers instructions, and getting buses parked and lunch sites coordinated.

**Secretary/Administrative Aide(s)** Provides interface between public and Leads to assure communications and public interests are attended to. Keeps records of meetings and reports to committee as required. Phone number listed on Social media and in press releases.

**Silent Auction and Raffle:** Coordinate collection of items for Auction and raffle prior to event. Provide researched information on donated items and assess values, starting bids, stepups, and reserves for Silent Auction items. Bundle and make attractive all raffle items. Collect items from vendors onsite for Silent Auction/Raffle. Provide sales volunteers during event and keep area attractively arranged during event. Provide final Silent Auction inventory list with listed top value and actuals. Provide to Treasurer. Distribute Silent Auction Items and collect payment. Distribute Raffle items. Work closeout for any not on site winners.

## Native Rhythms Festival Organizational Structure

### Teams for Success

**Sponsors:** Establish Sponsor potential list. Create and distribute Sponsor package. Establish levels of giving and recognition. Keep Sponsor list up to date with notation of donation, date deposited, and contact information, as well as provide logos to Social Media master for inclusion online and on provide logos to Merchandise Leader for t shirt design. Assure timely collection of all Sponsorships for inclusion in the programs, on the t shirts, and in the on stage media. Send thank you notes to all Sponsors. Sponsors must complete forms for appropriate contact information and notification for onstage recognition.

**Social Media:** Social Media Master shall maintain Website and Facebook postings as currently organized. Shall work with all Teams to assure latest and greatest information is available to all. Shall collect all correspondence and deposit all payments from vendors and sponsors. Shall report all deposits to Treasurer.

**Vendors:** Establish invited Vendors List and construct vendor rules and regulations, Site location map, update with Social Media Lead as required. Conduct invited Vendor selection process with Committee. Send invitations to all invited Vendors, follow up with phone contacts. Keep updated Vendor List and work with Social Media Lead to assure packages have been sent back in and payment has been made. Construct Vendor layout map based on site preferences. Handle calls for inclusion in event from random Vendors. Keep following up on late replies, start replacement with waiting list Vendors when invited decline and or do not respond to emails, phonecalls and messages. Create Vendor packages to include site number, program, vendor rules and regulations and any special instructions. Assist vendors on arrival to get them to sites and start setup. Resolve any issues with sites and compliance with rules and regulations. Send thank you notes to Vendors at years' end. Also coordinate Exhibitors.

**Volunteers:** Recruit and train all volunteers. Work with Social Media Leader to establish online registration process. Keep list of Volunteers. Create master schedule to be used for assignment on arrival at the festival. Collect hours provided by each volunteer for Grant reporting and provide to Grant Leader. Onsite registration must fill out registration form and provide photo ID with proof of residence.

**Workshop Program and Administration:** Establish workshop providers and provide descriptions of workshops. Work with Social Media Master to create online postings for workshops. Work with Performer Leader to create schedule of workshops integrated with performance times. Establish online registration process, rules and regulations. Collect and keep registration lists for workshops. Work with online registration process, and establish methods for onsite registrations. Setup and equip Workshop Tent with all required materials and instructors needs. Send Thank you notes to Instructors.

Native Heritage Gathering, Inc.  
NRF Board and Tech Team

Legend:

On Track	Low Risk	Med Risk	High Risk	Unassigned
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Scrolling Increment:		<div></div>		September															October															November																												
							21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
							M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
Program Format for 2020																																																														
Program Dates	Goal		0%	11/14/2020	2																																																									
Decision to go Virtual	Milestone	TEAM	100%	7/3/2020	1																																																									
Define Program 3 Elements																																																														
Performers, Vendors, Workshops	On Track	TEAM	100%	7/3/2020	4																																																									
Define Teams	On Track	TEAM	100%	7/7/2020	2																																																									
Announce Change	Milestone	TEAM	0%	7/9/2020	1																																																									
Performer Programs																																																														
Contact Performers	On Track		100%	7/5/2020	4																																																									
Brainstorm Meeting	On Track		100%	7/9/2020	1																																																									
Provide Videos	High Risk		33%	7/10/2020	75																																																									
onsite and Post	Med Risk		45%	7/17/2020	80																																																									
Schedule Construction	Med Risk			9/11/2020	24																																																									
Vendor Village																																																														
Contact Vendors	On Track		100%	7/10/2020	4																																																									
Brainstorm Meeting	On Track		100%	7/13/2020	14																																																									
Vendor Videos	On Track		33%	7/28/2020	69																																																									
Vendor Slideshows	On Track		25%	8/8/2020	58																																																									
Workshops																																																														
Contact Educators	On Track		25%	8/11/2020	45																																																									
Brainstorm Meeting	Med Risk			9/25/2020	1																																																									
e Worksho	Low Risk			9/26/2020	5																																																									
Provide Videos	Med Risk			9/26/2020	25																																																									
Integrate in Program	Med Risk			10/22/2020	10																																																									
Program Production																																																														
Broadcast Files	High Risk	Tech Team		9/24/2020	45																																																									
Title Pages, Credits,	Med Risk	Graphics		10/1/2020	7																																																									
duc t Reh	High Risk	Tech Team		10/6/2020	7																																																									
Media Plan																																																														
Advertisements	Med Risk	Graphics	25%	7/24/2020	110																																																									
Next Level Integration	Med Risk	TEAM	25%	7/24/2020	110																																																									
PRESS Release	Low Risk	TEAM	25%	9/12/2020	7																																																									
Program Letter	Low Risk	TEAM	25%	9/12/2020	7																																																									
To add more data, Insert new rows ABOVE this one																																																														



# ***Native Rhythms Festival***

**November 12 - 14, 2021**

**Wickham Park Melbourne, Florida**



*This year's theme: "The Phoenix rising from the ashes"*

**Day & Evening  
LIVE Concerts  
Food Vendors  
Arts & Crafts  
Jewelry  
Flutes  
Drums  
Workshops**

*Native American, World Cultural  
Music and Arts & Crafts Festival*

**FREE Admission - Family Friendly Event**



Scan QR code  
For Website

[www.facebook.com/Native.Rhythms.Festival](https://www.facebook.com/Native.Rhythms.Festival)  
**[www.NativeRhythmsFestival.com](http://www.NativeRhythmsFestival.com)**



Scan QR code  
For FaceBook



Sponsored in part by the State of Florida,  
Department of State, Division of Cultural Affairs  
and the Florida Council on Arts and Culture

**[culturebuildsflorida.org](http://culturebuildsflorida.org)**



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**[www.samsclub.com](http://www.samsclub.com)**



Wickham Park, Melbourne, FL

November 8 - 10, 2019

**[www.nativerhythmsfestival.com](http://www.nativerhythmsfestival.com)**





**Welcome to the Suite Life**



***NORTHROP GRUMMAN***

*Aerospace and defense company*

***Northrop Grumman Corporation***

***[www.northropgrumman.com](http://www.northropgrumman.com)***



**Sandy Michelson**

It is wonderful to see how this Native Rhythms Festival has grown! We need to connect and celebrate our ancestry with Native Americans and their music. Native Rhythms Festival is another family event where the entire family learns more about our history and different cultures.

## Glenna Resnikoff

Proud sponsor of the  
11th Annual  
Native Rhythms Festival



## In Memoriam

*Milli Washock  
Jeffery Hudson  
Loren Kohler  
Rex Begay  
Paula Ellis  
Kaye Taylor  
Randy Stenzel  
Leonard Lone Crow McGann  
Sherry Salisbury  
Wilma Maxine Hilton*



Rich Curlis Rentals  
3650 Bobbi Lane,  
Unit #103  
Titusville, FL 32980  
321-225-4951

## 2018 Native Rhythms Festival Committee

**Martha Pessaro** - Event Chair, Finance, Performer Coordination and Scheduling

**John Ellis** - Event Vice Chair, Social Media, Workshop Scheduling

**Susan Graves** - Sponsor Coordinator

**Brad & Debbie Young** - Vendor Coordinator

**Claire Ellis** - Merchandise and Fundraisers Coordinator

**Bart Lipofsky** - Grants Manager

**Mike Knight** - Venue Manager

**Zeta Gibbs** - Workshop Coordinator, School Day Activities Coordinator

**Jenny Warner** - Silent Auction and Raffle Coordinator

**Annette Abbondanza** - Graphics Designer

**Joyce Bugaiski** - Competition Coordinator

**Joanie Faulls** - Stage Manager

**Lou Seiler** - Official Photographer/Videographer

**Tom Ransom** - Workshop Audio/Video Engineer

**Louise Rose, Dave Graves, David Jenkins, Don & Sarah VerWiebe** - Support

Welcome friends to the ELEVENTH ANNIVERSARY of the Native Rhythms Festival!

The Native Rhythms Festival steering committee rejoices to have you join us for the 11<sup>th</sup> gathering at the Wickham Park amphitheater. This event is organized each year by the Native Heritage Gathering Inc, the Indian River Flute Circle, the River-Wind Flute Circle as well as our sponsors and the many volunteers from among the Native Flute enthusiasts who share our passion.

National American Indian Heritage Month was first proclaimed by then President George H. W. Bush. Each year since, the sitting President has issued a similar proclamation recognizing November as a time to honor and celebrate the cultures of America's tribal peoples. We offer the Native Rhythms Festival to you to honor America's First Nations through their art, music and dance. This year we are particularly honored to have the World Champion Hoop Dancer, Cody Boettner dancing for you.

The performers you will see on our stage are some of the finest musicians on the Native flute anywhere in the world. They include nominees and winners of the Grammy, Nammy (Native American Music Awards) and Indian Summer Music Awards. These artists demonstrate the great versatility of the Native flute ranging in style from traditional Native music to contemporary, jazz and blues. Please feel free to visit our performers and to purchase their CD's if their music touches you.

One of our primary goals is to present the Native Rhythms Festival free to the public. This is our gift to you.

Obviously there is considerable expense entailed in staging a festival that includes stage performances, contests, workshops, and a variety of foods, vendors and exhibitors for your enjoyment. Our success is made possible only with the kind support of our many sponsors. Throughout this weekend you will see advertisements and booths that feature our Silver, Gold, Platinum and Diamond sponsors. Without them this festival would not be possible. If you have the opportunity to use the products or services of these companies, please do so and let them know that you appreciate what they do for the Native Rhythms Festival. If you should wish to join their ranks in helping keep this even going, please see our Board members in the information tent.

Once again, we welcome you and encourage you to enjoy the beautiful work of our vendors and the music and dance of our performers.

The Native Rhythms Festival  
Steering Committee

## Workshops Schedule

Time	Friday Nov 8	Saturday Nov 9	Sunday Nov 10
9:00		<u>Painting Images with the NAF</u> Sydney Phipps (9:00-10:00)	<u>Guided Ancestral Meditation</u> Randy Granger (9:00-9:45)
9:30			
10:00	<u>QIGONG for Breath and Energy</u> Pam Dickey (10:00-11:00)	<u>Reading Nakai Tablature</u> Jamie Empert (10:00-11:00)	<u>Sound Engineering Techniques (with Audacity)</u> John Ellis (10:00-12:00)
10:30			
11:00	<u>Being More Emotive With Your NAF Playing</u> Jonny Lipford (11:00-12:00)	<u>30 Years of Experience with Hawk Henries</u> (11:00-12:00)	
11:30		<u>Walking With Wisdom</u> Will Davis (10:00-2:00)	
12:00	Lunch	Lunch	Lunch
12:30	<u>Intro to Rim-Style Flutes</u> Sydney Phipps (12:30-1:30)	<u>Things I Never Knew, I Never Knew</u> Jonny Lipford (12:30-1:30)	<u>World War II Navajo Code Talkers</u> John Pasko (12:30-2:00)
1:00			
1:30	<u>The NAF in a World of Electronics</u> Tom Ransom (1:30-2:30)	<u>Stepping Back in Time</u> Dock Silverhawk (1:30-2:30)	
2:00			Silent Auction / Raffle Close (2:15 - 3:00)
2:30			
3:00	<u>Two Needle Appliqué Beading</u> Joyce Bugaiski (2:30-4:30)	<u>Kumihimo Weaving</u> Joyce Bugaiski (2:30-4:30)	<u>Drumming and Fluting Together</u> Painted Raven (3:00-4:30)
3:30			
4:00			

All workshops in the "workshop tent" except where otherwise indicated.



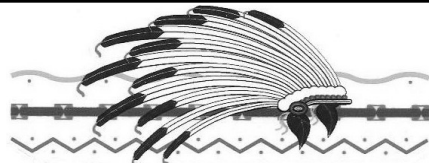
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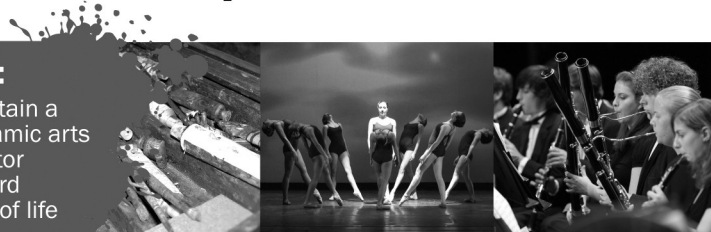
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## Main Stage Schedule

Time	Friday Nov 8		Saturday Nov 9		Sunday Nov 10			
9:00	Opening Ceremony ----- Dock Green Silverhawk (9:00-10:00)	Paula Ellis Memorial Flute Players Competition Registration [main tent] (9:00-10:00)	Opening Ceremony ----- Dock Green Silverhawk (9:00-10:00)	Flute Makers Competition Registration [main tent] (9:00-10:00)	Opening Ceremony ----- Dock Green Silverhawk (9:30-10:00)	Artists Competition Registration [main tent] (9:00-10:00)		
9:15								
9:30								
9:45								
10:00								
10:15	Ed WindDancer Cultural Education Day (10:15 - 11:45)		Billy Whitefox (10:15 - 11:15)		Honoring Veterans Day Billy Whitefox (10:15 - 10:45)			
10:30								
10:45								
11:00								
11:15								
11:30								
11:45					Recognition of Dignitaries and Sponsors (11:30 - 12:30)		Announce Artist Competition Winners & Lunch Break (11:30 - 12:15)	
12:00	2018 Flute Player Winner Jamie Empert (12:00 - 12:30)		Painted Raven (12:15 - 1:00)					
12:15								
12:30								
12:45	Paula Ellis Memorial Flute Players' Competition  (12:45 - 2:00)		Randy Granger (12:45 - 1:45)					
1:00								
1:15								
1:30								
1:45					Ed WindDancer Uncivilized - An American Indian Cultural Show  (1:15 - 2:15)			
2:00								
2:15	Billy Whitefox (2:15 - 3:15)		Hawk Henries (2:00 - 3:00)		Silent Auction / Raffle Close (2:15 - 3:00)			
2:30								
2:45								
3:00								
3:15	Jonny Lipford (3:30 - 4:30)		Ed WindDancer  Uncivilized - An American Indian Cultural Show  (3:15 - 4:45)		Jonny Lipford (3:00 - 3:45)			
3:30								
3:45								
4:00					Shelley Morningsong & Fabian Fontenelle (4:00 - 4:45)			
4:15								
4:30								
4:45	Hawk Henries (4:45 - 5:45)		Announce Flute Maker Competition Winners & Dinner Break (4:45 - 6:00)					
5:00					Randy Granger (5:00 - 5:30)			
5:15								
5:30							Final Jam FAREWELL! (5:30 - 6:00)	
5:45	Announce Flute Player Competition Winners & Dinner Break (5:45 - 6:30)		Vendor Site Tear-Down (6:00-????)  FOR THE SAFETY OF OUR GUESTS - NO VEHICLES ON FESTIVAL GROUNDS BEFORE 6:30					
6:00								
6:15								
6:30								
6:45	Shelley Morningsong & Fabian Fontenelle (6:30 - 7:30)							
7:00								
7:15								
7:30								
7:45					Jonny Lipford (7:15 - 8:15)			
8:00	Painted Raven (7:45 - 8:45)							
8:15								
8:30								
8:45								
9:00	Randy Granger (9:00 - 10:00)		Shelley Morningsong & Fabian Fontenelle (8:30 - 9:30)					
9:15								
9:30								
9:45								
10:00								



# Vendor Area Map



# Vendors, Performers, and Exhibitors

- |  |  |
|--|--|
| 1- Green Leppard                             | 35- American Indian Creations                |
| 2- R&R Collectables [V/S]                    | 35b- Shelley Morningsong & Fabian Fontenelle |
| 3- Wild Sage Native American Jewelry [V/S]   | 35c- Lowery Begay                            |
| 4- Frazier Sculpture                         | 35d- Ed WindDancer                           |
| 5- Backwoods                                 | 36- Jonny Lipford                            |
| 6- Turquoise Showcase                        | 37- Painted Raven                            |
| 7- Florida Bat Conservancy                   | 38- Randy Granger                            |
| 8- Brevard Backyard Beekeepers               | 39- Willow Creek Woodcraft [V/S]             |
| 9- The Wickiup                               | 41- Stag's Leap Leatherworks                 |
| 10- Artmouse Creations                       | 42- Bear and Beaver                          |
| 11- Pine Away Baskets                        | 43- Medicine Wind Flutes                     |
| 12- Kaye's Wares                             | 44- Imagine Our Florida                      |
| 13- One Nation                               | 45- Mejika Arts                              |
| 14- Ruth Ann's Southwest Treasures [V/S]     | 47- Yanko Enterprises                        |
| 15- Painted Stick Flutes                     | 48- Fire Thunder Trading Post                |
| 16- Native Pueblo                            | 50- Northrop Grumman                         |
| 17- You Rock Crystals                        | 51- Little Fox Creations                     |
| 18- Wild Horse Rescue                        | 52- Sam's Club                               |
| 18a- Fun Spot                                | 53- Sons of Union Veterans of the Civil War  |
| 19- Native Andes                             | 54-  |
| 20- Spotted Pony Traders                     | 55- Moo's Soft Serve                         |
| 21- Island Flutes                            | 57- Jersey Girl Super Foods                  |
| 22- Red Wind Flutes                          | 58- Samsons Grill                            |
| 23- Flight Feather Flutes                    | 58b- Twisted Sisterz Mobile Kitchen          |
| 24- Morning Crow Designs                     | 59- Slow & Low BBQ                           |
| 25- Zonta Club of Melbourne                  | 60- Ms O's Grill on Wheels                   |
| 26- Sea Turtle Preservation Society          | 61- 4 Winds Flutes                           |
| 27- Wild Florida Rescue                      | 62- Boy Scouts Troop 520                     |
| 28-  | 63- Brevard Recycling                        |
| 29- Fantasy Carvings by TJ Kleens            | 64- Marine Resources Council                 |
| 30- Northern Lights - Southern Spirit Flutes | 65- Seminole Hunt Camp                       |
| 31- Spiral Flutes [V/S]                      | 65b- Bob Brinck Flintknapping                |
| 32- Woodsounds Flutes                        |  |
| 33- Turtle Mound Flutes                      |  |
| 34- Hawk Henrires                            |  |

F- Free Flute Lessons Tent

[V/S] = Vendor/Sponsor

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## Profiles: Native Heritage Gathering, Inc.

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