



BREVARD CULTURAL ALLIANCE SUMMARY

MISSION STATEMENT:

The mission of the Brevard Cultural Alliance, Inc. is to build and sustain a vibrant and dynamic arts and cultural sector integral to Brevard County's quality of life.

PROGRAMS AND SERVICES:

EXECUTIVE SUMMARY

2015 was Brevard Cultural Alliance's [BCA] 40th Anniversary - for 40 years BCA has been a pivotal not-for-profit organization serving both the County and the arts and cultural sector. Today, as the designated Local Arts Agency, BCA is a mission driven organization with services and initiatives delivered through three strategic priorities; *Empowering through Education, Developing Cultural Destination and Building Sector Sustainability.*

BCA manages the County's Community Cultural Grants Program, manages the Arts in Public Places Program and, as the designated Local Arts Agency, advises the County Board of Commissioners on matters pertaining to arts and culture - for which BCA receives \$50,000 from the County's General Fund. In addition, BCA receives \$100,000 from the County's General Fund which is passed directly to local organizations as qualified County Community Cultural Grants recipients. BCA is a responsible steward of public funds and uses them to not only deliver substantial programs but to also leverage further revenues for the county – as an example; BCA's advocacy at the State Legislature last year contributed to Brevard County receiving over \$1.1 million in grants from Tallahassee.

Key activities;

Empowering Through Education

BCA delivers extensive work in both formal and informal education settings. Working with Brevard Public School's Directors of Curriculum, BCA ensures educational programs tie to the curriculum and enhance pupils' educational experience. BCA also delivers a successful strand of programs which engage with young people at risk of offending. All of the foregoing brings funding dollars to Brevard from federal, state and philanthropic grants.

Developing Cultural Destination

Tourism is one of the most significant industries in the County. BCA works closely with the Space Coast Office of Tourism [SCOT] and across the cultural sector, offering leadership in raising the programmatic bar and building collaboration in order to improve the county's cultural offer and to grow our attractions for visitors. BCA also partners with SCOT to deliver the Cultural Marketing Program which aims to enhance our cultural offer as a tourist destination.

Building Sector Sustainability

BCA commissions economic impact studies - robust tools for advocacy. These studies are used to leverage dollars - bringing grants and matching funds to Brevard. With the help of lobbyists, BCA advocates at the State Legislature on behalf of the County and the arts and cultural sector and, last year, this work provided a significant contribution in bringing new state grants to Brevard. BCA also manages the County Community Cultural Grant Program, which shows a significant return on investment. The \$150,000 made available as grants proved a catalyst for participants to make *local* expenditures of \$7.34 million – a significant boost to Brevard's economy.

BCA continues to grow broad and substantial program delivery which has a positive impact within Brevard County – and which has been noted both locally and nationally.

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ACCOMPLISHMENTS, INITIATIVES, TRENDS AND ISSUES AND SERVICE LEVEL IMPACTS:

MANAGEMENT OF BREVARD COUNTY COMMUNITY CULTURAL GRANTS

The purpose of the Community Cultural Grants Program is to foster excellence, accessibility and diversity in arts and culture for Brevard's residents and visitors. It is funded by the Brevard County Board of County Commissioners and managed by BCA. The grants are made available to fund nonprofit arts and cultural organizations through general program support or for specific projects. The program is important - evidence shows that a healthy arts and cultural sector is a significant economic driver. It helps attract a knowledge based workforce and retain the best workers. It also enhances quality of life and is proven to add directly to local GDP.

Accomplishments:

BCA funded the software and training which facilitated online applications for the County Cultural Grant applicants. This has proven to be a significant 'value added' for participants. This software also facilitated online panel review and ensured robust monitoring and reportage of participants' timelines and compliance - enabling BCA to report metrics to the Board of County Commissioners. Feedback supported this as a noteworthy accomplishment. BCA convened an independent panel of local business leaders, working at arm's-length to score applications, and BCA also engaged an independent accountancy firm to calculate the final awards.

Initiatives:

- BCA will seek the means to continue funding the software and training which will add value to those we serve
- We will work with the Space Coast Office of Tourism to explore how the well proven County Cultural Grants application processes can benefit the Cultural Marketing Program

Trends and Issues:

The recent trend for the Cultural Grants Program has been encouraging, with \$50,000 having been added to the Program last year. However, the program funding remains considerably reduced from historic levels - yet reportage evidences that the program is a significant stimulus for local direct expenditure. A return to previous funding levels will encourage a more significant economic contribution to the County's GDP.

Service Level Impacts:

N/A

ART IN PUBLIC PLACES

On behalf of the County Commission, BCA manages a program of temporary art exhibitions at selected sites, within the County's public buildings. BCA has also negotiated contracts for services to deliver temporary exhibitions in thirty further locations. These ever changing exhibitions provide a platform for local artists, of all ages, which are approved by the County Commission's Art in Public Places Committee prior to exhibition. This program provides a unique platform for local artists and contributes to the vibrancy and quality of life in the many areas in which they're exhibited.

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Accomplishments:

Last year, over 1,100 pieces of art were exhibited through this program. With sites including thirty local businesses and high-traffic locations such as Melbourne International Airport, Palm Bay City Hall and the Planetarium, an estimated 500,000 people viewed the artwork. As the artwork is prominently exhibited at Melbourne International Airport, it is one of the first things to see when arriving in Brevard and sets the tone for visitors. BCA has managed this program without charging commission on the sale of artists work [galleries charge up to 50% commission].

Initiatives:

- BCA is developing a Public Art initiative, (this program will provide exterior exhibitions of large scale sculptures which have been 'loaned' by artists)
- BCA will continue the initiative of negotiating contracts for these services, (this will greatly subsidize the county program, which couldn't be delivered, at this scale, without private sector sponsorship)

Trends and Issues:

The trend is growth; BCA exhibits at county administration public places and at thirty local businesses and the exhibitions change every four months. BCA is now working with local artists to curate and present over one hundred new exhibitions every year. The Public Art program is growing confidently.

Service Level Impacts:

N/A

CAPACITY BUILDING PROGRAMS, TITUSVILLE

BCA partnered with the Greater Titusville Renaissance and the communities of the City of Titusville in a community capacity building initiative. BCA has been teaching community volunteers how to use an art and cultural initiative in the context of re-positioning the perception of the north of the county and growing to sustainable economic regeneration. In the fall of 2013 the community presented the inaugural festival of "Art & Algorithms"; www.artandalgorithms.com. This unique event was an enormous success, bringing important internationally recognized work to Brevard, and began the re-positioning of the county as a nexus at the intersect of digital art and technology.

Accomplishments:

BCA led on the broad consultation and visioning exercises, after which we facilitated informational workshops so the community volunteers could manage the Art & Algorithms project. BCA created a framework to ensure this wasn't an inaugural festival - but an annual festival for the County. The festival turned Titusville's downtown into a gallery by placing arts within the empty stores - and streamed thousands of people through the available properties - following which almost all of the vacant stores were rented or sold, and new businesses started. The festival is now an internationally recognized large scale event, the reputation of which had grown to the extent that media students from Europe funded their own air fares, accommodation and living expenses so they could exhibit their work. BCA led on the programming of this unique event which brought artists and their work to Brevard from France, Turkey, England, Venezuela, Japan and the U.S. and over 8,000 attended.

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Initiatives:

- BCA is forming an international Curatorium to sustain the future integrity of the festival program
- BCA is working, through the Curatorium, to program the next festival [October 2016] at Sand Point Park, (this will feature unique interactive exhibits and an exhibit of colossal size, shipped from Europe)

Trends and Issues:

Over the next three years attendance will continue to grow. Over the next five years this initiative will become a compelling offer, attracting cultural tourists, positioning the county as a center for digital excellence, and contributing to the economy.

Service Level Impacts:

N/A

CAPACITY BUILDING PROGRAMS, PALM BAY

BCA has entered into a capacity building initiative in partnership with the City of Palm Bay. This unique initiative, the Art of Sustainability, engages with the community and teaches them how to use art and cultural initiatives in the context of a sustainable environment. The short and long term goals are to re-position the perception of the city by placing it within the national 'green' agenda, to engender civic pride and eventually to contribute to economic regeneration. This is a timely initiative - designed to provoke a compelling debate around sustainability and, given the issues surrounding the Indian River Lagoon, the issue is well aimed, see; www.theartofsustainability.org This program places art at the heart of the community by provoking debate around sustainability and the inaugural event was important as we presented nationally noted experts on environment and ecology who spoke at a symposium. We also convened nationally and internationally noted artists, displaying large-scale kinetic sculptures which were a catalyst to exploring issues pertaining to sustainability, and we removed barriers to participation by presenting a weekend of fun engagement for attendees of all ages.

Accomplishments:

BCA launched a series of presentations and consultation and subsequently assembled a broad partnership to deliver this initiative; supported by grants from the National Endowment for the Arts, the Harris Foundation, the Community Foundation for Brevard, local businesses and an alliance of international artists and speakers. It's to be noted that the National Endowment for the Arts [NEA] grant allocated to the Palm Bay initiative is the second NEA "invitational grant" to BCA – validating BCA's initiatives in Brevard. This is a major accomplishment; the county had never received an NEA programmatic grant before the BCA/community capacity building programs!

Initiatives:

- We will follow this inaugural initiative by a series of annual 'sustainability events' as the Art of Sustainability has great resonance for almost everyone in the county
- We will formulate a delivery framework for the next event in February 2017
- BCA and FIT are exploring how we might formalize a partnership to grow this initiative
- We are working with our media partners towards supporting the initiative again next year

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Trends and Issues:

This initiative illustrates a positive trend. It follows in the footsteps of the Titusville partnership which is proving a success. BCA is partnering with cities in the county to help re-position them by expressing their authentic identity through unique cultural initiatives which engages their local community, yet benefits the whole county.

Service Level Impacts:

N/A

EDUCATION

In a global economy, driven by knowledge and innovation, tomorrow's jobs require creativity, critical thinking and communication skills. In aligning arts and culture with the skill sets required by 21st century jobs and the creative economy, BCA delivers education through the arts in both formal and informal settings - and is recognized by Brevard Public Schools as a valued partner. Studies show that involvement in the arts is associated with gains in math, reading, cognitive ability, critical thinking and verbal skills [see the American Institute for Research case study at <http://tinyurl.com/zq688m5>]. During this year BCA has delivered programs to directly serve pupils in thirty schools through forty artist residencies.

Accomplishments:

Devising, funding and delivering a Youth-At-Risk Program. BCA delivered comprehensive arts education programs for youth who are court-ordered into juvenile justice facilities. The two residential juvenile justice facilities at which we implemented programs are, Brevard Group Treatment Home and Melbourne Center for Personal Growth. Program funding for the initiative was provided by the Heineman Foundation via Brevard Schools Foundation. As part of the initiative, BCA coordinated four field trips to the Dr. Phillips Center for the Performing Arts in Orlando so the youths at risk of offending could experience a professional performance. The experiences had a major impact on the lives of these youths. Anecdotal feedback included; *"Field trips to the cultural centers could be life changing for our troubled youth. These trips allowed our students to visualize how their creative talents, arts and performances could help them develop a sense of identity, independence, discipline, and self-worth. It also provides our students with careers that they never knew existed such as set builders, sculptors, stagehands, watercolorists, costume designers, makeup artists, and or poets"*.

When students were asked to describe the most important lessons learned from participating in the program the four most common responses were:

1. *How to control anger or/and use the arts to "calm your mind".*
2. *Be more patient and not give in, even if things didn't start right.*
3. *Being able to create art for the people we love.*
4. *Being able to work with others.*

Initiatives:

- BCA is working with Brevard School's Foundation and the Heineman Foundation to facilitate the next round of arts education experiences for youth who are court-ordered into juvenile justice facilities, (this will be grant funded)
- BCA is exploring further appropriate field trip experiences for these youths

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Trends and Issues:

It's important to sustain an initiative that "changes the lives" of disaffected youths. This is as much about prevention, in the context of law and order, as it is about the personal growth of young people at risk of offending in becoming healthy, caring and responsible adults. The educational elements of BCA's work is of tremendous importance to the County and our future quality of life.

Service Level Impacts:

N/A

ECONOMIC IMPACT STUDY

BCA funds and delivers Economic Impact Studies for the arts and cultural sector and makes this tool freely available to be used as an evidence base when applying for grants and philanthropic support so organizations in Brevard can leverage the dollars they have. A compelling Economic Impact Study is a critically important tool of advocacy for the constituents of the sector, and as such, requires an at-arms-length organization to validate the findings. The 2015 study was based on data from 66 events and organizations and highlights from the report show that those events and organizations contributed \$71.3 Million to local GDP and offered almost 1,550 full and part time jobs.

Accomplishments:

- BCA commissioned and funded the Economic Impact Study
- BCA gathered all of the information required to prepare the report
- BCA rolled out the report at a well-attended public event

Initiatives:

- BCA anticipates engaging the services of Praecipio EFS, an independent consulting firm owned and run by FIT professors this coming year
- BCA will commission and pay for this study, as an added benefit to the arts and culture sector
- BCA will make the study freely available to everyone, encouraging them to make grant applications and use match funding in order to bring further financial benefit to the County

Trends and Issues:

BCA has been delivering this initiative by stretching existing resources. A significant issue is identifying sufficient funding to continue and sustain this important initiative.

Service Level Impacts:

At our current level of support the funding for this initiative isn't sustainable.

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A CULTURAL SUMMIT

In 2015, BCA convened a roster of noted speakers and presenters to deliver Brevard County's first Cultural Summit. It was a huge success and BCA undertook to produce a biennale summit – one every two years – with the next event planned for May 2017. This event responds to several needs; it brings nationally acknowledged best practice to Brevard - nationally noted speakers position Brevard County as a thought leader. It provides a platform and gives everyone an opportunity to shape the debate; and it is an occasion for the entire sector to convene and network. The summit also features a working luncheon – for elected officials, business and community leaders who may enthusiastically come together to hear the keynote speech and the most recent economic impact study results.

Accomplishments:

BCA managed to attract the most significant of speakers to the first cultural summit for Brevard - an area without any reputation in this arena. Our headliners were Robert Lynch, President and CEO of Americans for the Arts; Sherron Long, President of the Florida Cultural Alliance; and the National Arts Marketing Program. These significant accomplishments position Brevard County, within the State of Florida, as a recognized thought leader.

Initiatives:

- The second cultural summit will further disseminate best practice, (One of our outcomes will be raising the programmatic bar for the county to, not only enhance quality of life for residents, but will result in a better offer for SCOT to market. This will, in time, attract more cultural tourists which will derive a positive inflow of revenues for the county)
- BCA will collaborate with media partners, Florida Today and Bright House to ensure a high regional profile for the event

Trends and Issues:

The trend is growth – the inaugural event was very well attended and succeeded in all planned areas. We anticipate attracting significant speakers and panelists again. A higher attendance and further Statewide attention.

Funding the summit continues to be an issue. BCA allocated \$10,000 of our budget to deliver the event – we saw it as an investment in the community. We were able to make this investment due to a 'windfall level' of grants appropriated at State. However, this is not the case for this year nor is it anticipated for next year.

Service Level Impacts:

At our current level of support the funding for this initiative will prove almost impossible.

BREVARD CULTURAL ALLIANCE: DEPARTMENT SUMMARY

PROGRAM REVENUES AND EXPENDITURES

	Actual FY2014-2015	Current Budget FY2015-2016	Requested Budget FY2016-2017	Difference	% (Inc)/Dec
REVENUES:					
Taxes	\$0	\$0	\$0	\$0	0.00%
Permits, Fees & Spec. Assess.	\$0	\$0	\$0	\$0	0.00%
Intergovernmental	\$0	\$0	\$0	\$0	0.00%
Charges for Services	\$0	\$0	\$0	\$0	0.00%
Fines and Forfeits	\$0	\$0	\$0	\$0	0.00%
Miscellaneous	\$0	\$0	\$0	\$0	0.00%
Statutory Reduction	\$0	\$0	\$0	\$0	0.00%
<i>Operating Revenues</i>	\$0	\$0	\$0	\$0	0.00%
Balance Forward	\$0	\$0	\$0	\$0	0.00%
Transfers - General Revenue	\$150,000	\$150,000	\$0	(\$150,000)	(100.00%)
Transfers - Other	\$0	\$50,000	\$0	(\$50,000)	(100.00%)
Other Finance Source	\$0	\$0	\$0	\$0	0.00%
<i>Non-Operating Revenues</i>	\$150,000	\$200,000	\$0	(\$200,000)	(100.00%)
TOTAL REVENUES	\$150,000	\$200,000	\$0	(\$200,000)	(100.00%)
EXPENDITURES					
Compensation and Benefits	\$0	\$0	\$0	\$0	0.00%
Operating Expenses	\$50,000	\$50,000	\$0	(\$50,000)	(100.00%)
Capital Outlay	\$0	\$0	\$0	\$0	0.00%
Grants and Aid	\$100,000	\$150,000	\$0	(\$150,000)	(100.00%)
<i>Operating Expenditures</i>	\$150,000	\$200,000	\$0	(\$200,000)	(100.00%)
CIP	\$0	\$0	\$0	\$0	0.00%
Debt Service	\$0	\$0	\$0	\$0	0.00%
Reserves-Operating	\$0	\$0	\$0	\$0	0.00%
Reserves - Capital	\$0	\$0	\$0	\$0	0.00%
Reserves - Restricted	\$0	\$0	\$0	\$0	0.00%
Transfers	\$0	\$0	\$0	\$0	0.00%
<i>Non-Operating Expenditures</i>	\$0	\$0	\$0	\$0	0.00%
TOTAL EXPENDITURES	\$150,000	\$200,000	\$0	(\$200,000)	(100.00%)
PERSONNEL:					
Full-time positions	0.00	0.00	0.00	0.00	0.00%
Part-time Positions	0.00	0.00	0.00	0.00	0.00%
Full-time Equivalent	0.00	0.00	0.00	0.00	0.00%
Temporary FTE	0.00	0.00	0.00	0.00	0.00%
Seasonal FTE	0.00	0.00	0.00	0.00	0.00%

BREVARD CULTURAL ALLIANCE: BUDGET VARIANCES

REVENUES	VARIANCE	% VARIANCE	EXPLANATION
Taxes	\$0	0.00%	
Permits, Fees & Spec. Assess.	\$0	0.00%	
Intergovernmental	\$0	0.00%	
Charges for Services	\$0	0.00%	
Fines and Forfeits	\$0	0.00%	
Miscellaneous	\$0	0.00%	
Statutory Reduction	\$0	0.00%	
Balance Forward	\$0	0.00%	
Transfers - General Revenue	(\$150,000)	(100.00%)	The Brevard Cultural Alliance (BCA) will no longer be represented as an outside agency. Funding to the BCA will now be accounted for as Grants and Contracted Services in General Government.
Transfers - Other	(\$50,000)	(100.00%)	The Brevard Cultural Alliance (BCA) will no longer be represented as an outside agency. BCA will now be accounted for as a Grant from Tourism Development.
Other Finance Source	\$0	0.00%	

BREVARD CULTURAL ALLIANCE: BUDGET VARIANCES

EXPENDITURES	VARIANCE	% VARIANCE	EXPLANATION
Compensation and Benefits	\$0	0.00%	
Operating Expenses	(\$50,000)	(100.00%)	BCA is no longer represented as an outside agency, therefore, expenditures will no longer be presented.
Capital Outlay	\$0	0.00%	
Grants and Aid	(\$150,000)	(100.00%)	BCA is no longer represented as an outside agency, therefore, expenditures will no longer be presented.
CIP	\$0	0.00%	
Debt Service	\$0	0.00%	
Reserves-Operating	\$0	0.00%	
Reserves - Capital	\$0	0.00%	
Reserves - Restricted	\$0	0.00%	
Transfers	\$0	0.00%	

