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Our views: Supporting the arts

Cultural groups smart to form a stronger alliance to draw patrons

When the economy sours, it's often arts and cultural groups that first feel the pinch as consumers cut back on spending.

But Brevard's cultural community is powered by both professionals and volunteers who are pushing forward with a can-do spirit despite recession woes.

That was evident Tuesday at a town-hall-style meeting hosted by the Brevard Cultural Alliance, the county's umbrella arts organization.

Representatives from groups such as the Brevard Symphony Orchestra, King Center for the Performing Arts and Melbourne Chamber Music Society suggested tackling economic challenges with more marketing, including networking on sites like Facebook, and shared patron lists on the BCA's Web site.

That sort of cooperation among providers who even in good times are in competition for art, theater and music lovers' disposable dollars is commendable.

Not all arts groups are seeing an audience slump this year, though.

Some smaller outfits such as community theaters and the Space Coast Pops are experiencing record ticket sales due, perhaps, to lower prices than bigger venues charge and the public's need to escape from worries with a few hours of entertainment.

We hope all the groups that contribute to the area's vibrant cultural scene — and help keep Brevard a desirable place to live — beat the recession blues.

See you at the show.
