



2018

BREWARD  
CULTURAL  
ALLIANCE

IMPACT  
REPORT

## Dear Community Partners and Friends,

This foreword is an opportunity to reflect on the significant progress made during 2017-2018, viewed through the lens of our three strategic priorities; "Education", "Cultural Destination" and "Growth and Sustainability".

We celebrate the success of our STEAM initiatives, delivered in partnership with Brevard Public Schools, helping students prepare for tomorrow's career ladders. We also partner with Brevard Schools Foundation on our successful Youth At-Risk program.

Our focus on Cultural Destination continued with the Palm Bay Art of Sustainability event, featuring monumental kinetic sculptures, providing a catalyst for debate around environment and sustainability – ensuring our visitors can enjoy our beaches, lagoon and our beautiful natural environment.

The year saw considerable cuts to arts and cultural Growth and Sustainability, yet the sector proves resilient. Our recent Executive Director's Forum spoke to a successful year because, despite disruption, we deliver our programs through passion and innovation.

So we challenge you to advocate for the return of funding to levels that ensure programs which contribute to quality of life. After all, BCA's Board and staff take great pride in the contribution we make to Brevard County, and it's our belief that you share our quality of life aspiration, in making this the place in which we choose to live.

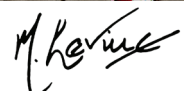
This Impact Report recounts highlights from our many achievements, and allows us to extend our thanks to you - without you this indispensable work could not be achieved. So, with a huge "thank you", we now invite you to please, read on...

Most cordially,



  
**Andrew Weintraub,**  
Chair of the Board  
of Directors



  
**Neil Levine,**  
Executive Director

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# DEVELOPING CULTURAL DESTINATION

## ECONOMIC IMPACT

Brevard County's arts and cultural sector has a significant economic impact.

Communities benefit through arts and cultural activities, and we establish baselines and performance measures to assess success and growth.

The 2017 Economic Impact Study of the Space Coast's Arts & Cultural Sector, a commissioned study, is one of our most compelling performance measures. This study clearly illustrates the economic contribution of the arts and cultural sector, which is just one of the many ways in which arts and culture benefits Brevard County. The study also examines how arts and culture enhances quality of life, attracts businesses, retains key employees and, engaged appropriately, is a significant tool in the regeneration and the repositioning of cities.

While acknowledging the significant contributions to jobs and GDP which the sector makes we must not allow ourselves, or others, to commoditize art and culture. Instead we must be mindful that, although the sector makes a significant economic contribution, we can't focus on the economic contribution in isolation from their social and cultural values.

## HIGHLIGHTS FROM 2017 STUDY

**\$128  
MILLION**  **IN TOTAL  
SALES**

**\$71.3  
MILLION**  **ADDED  
TO GDP**

**1,464  
JOBS**  **FULL &  
PART TIME**

## Do you know the impact of Arts & Culture in Florida?

**58,162**  
**ART RELATED  
BUSINESSES IN FLORIDA  
THAT EMPLOY**  
**227,843  
PEOPLE**

*Dun & Bradstreet 2017 Data*

**\$33.4  
BILLION**  
**INDUSTRY  
IN FLORIDA**

*U.S. Bureau of Economic Analysis  
(BEA) Arts & Cultural Production  
Satellite Account (ACPSA)*

**\$9-\$1**  
**ANNUAL RETURN**  
**to local and state  
government treasuries  
from Florida's  
nonprofit arts and  
cultural industry**

*Arts & Economic Prosperity 5  
Florida Study*

# DEVELOPING CULTURAL

## ART IN PUBLIC PLACES EXHIBITION PROGRAM

**BCA's temporary art installations raise public awareness and appreciation of the arts in Brevard County.**

Art in Public Places is a community-based program managed by BCA that provides opportunities for local businesses and organizations to host professionally curated art exhibitions.

More than 30 participating government agencies, health care facilities, and local businesses show their support for artists and the cultural community by sponsoring the exhibitions in their locations. Art in the workplace provides a creative, stimulating environment for staff and visitors, who also have an opportunity to purchase the art.

BCA takes great pride in this exceptional program which provides a valuable platform for area artists and brightens the day of many Brevard residents and visitors.

**300** LOCAL ARTISTS

**1,200** **PIECES OF ART**

**VIEWED BY**  
**525,000**  
**VISITORS & RESIDENTS**



*Travelers get a taste of local art at the Melbourne International Airport. Welcome to paradise!*

“  
[With BCA] we can make sure that everyone has a chance to feel connected to culture - an important part in everyone's life.  
”

**KARIN DELAGI**  
**ARTIST**



# DESTINATION



*Lobby of Space Coast Office of Tourism featuring local art.*



*"Whites Wading" by Darlene Hunt.*

**“**  
**Art in Public Places**  
**exposes the public**  
**to art they might**  
**not otherwise see. It**  
**gives local artists the**  
**opportunity to**  
**showcase their art to**  
**the local community.**  
**A win-win.**

**”**

**JIM KALUPA**  
**PHOTOGRAPHER**

## OUTDOOR SCULPTURE PROGRAM

BCA also curates and facilitates the installation of temporary outdoor sculptures at local businesses. These sculptures change every six months, and during the past year, BCA installed six exterior sculptures at three Cumberland Farms locations in West Melbourne.

Sculptors receive an honorarium for loaning their work to the program.

BCA has also been the conduit for the sale of sculpture to the WAWA Corporation.



*"Bicycle" by sculptor Rafael Picon,  
exhibited at Cumberland Farms  
at 192 and John Rodes*

# BUILDING SECTOR SUSTA

## BREVARD COUNTY COMMUNITY CULTURAL GRANTS

**BCA manages the Brevard County Community Cultural Grant program, an important catalyst for sector growth.**

This program raises the programmatic bar and encourages access and cultural opportunity for Brevard County residents and visitors. This funding extends the opportunity for continual arts program improvement, contributing to a vibrant choice of options for attendees and attracting the attention and attendance of ever more visitors. BCA manages this program at the behest of the county.



*Photo courtesy of Space Coast Symphony Orchestra*



*Photo courtesy of The Historic Cocoa Village Playhouse*

### 2018 GRANT CYCLE

**BCA MANAGED  
\$130,000  
IN GRANT FUNDING**

**31** CULTURAL  
ORGANIZATIONS  
RECEIVED  
GRANTS

**\$9.2  
MILLION** INVESTED  
BY OUR  
GRANTEES  
IN LOCAL  
ECONOMY

“ BCA has served as the community connection for our event – providing assistance with grants, advertising, workshops, and many tools aimed at strengthening the arts. ”

**MARTHA PESSARO  
NATIVE RHYTHMS FESTIVAL**



# AINABILITY

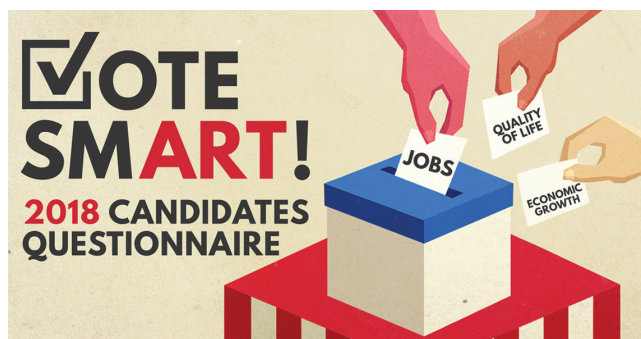
## ADVOCACY

BCA is educating and mobilizing a vast network of local arts supporters.

 **MORE THAN 500**  
ARTISTS & ORGANIZATIONS

 **MORE THAN 160**  
BCA MEMBERS

 **16 PARTNER CITIES**



BCA launched its first Candidates Questionnaire to engage with local officials and mobilize voters. We asked local candidates to share their views on arts and culture and the economic impact and quality of life value they contribute to our community. All local Brevard County Commissioner and State of Florida legislative candidates were invited to share their views ahead of the primary and general elections. Read the questionnaire and responses at [www.artsbrevard.org](http://www.artsbrevard.org).

## NETWORKING AND PROFESSIONAL DEVELOPMENT

BCA's ongoing annual series of professional capacity building programs continues to receive accolades from attendees.

This is an important part of our work in raising the programmatic bar and building the capacity of cultural organizations to present ever more compelling events and attractions for residents and visitors to Brevard County.

### Workshop topics included:

**Creating Better Digital Content**  
**Branding – Going Beyond the Logo**  
**Strategies for Audience Development**

### Cultural Summit

BCA also convenes biennial Cultural Summits, which provide opportunities for cultural organizations, artists, and educators to attend a series of day-long workshops, and to network with local business and community leaders.



*The next Cultural Summit is planned for spring 2019.*

# EMPOWERING THROUGH

**During the 2017-18 school year, BCA continued to organize innovative arts in education initiatives benefiting students, families, and educators.**

Through art for at-risk youth and artist residencies, BCA's arts in education programs promote arts and culture as an integral part of the educational experience, as well as personal and community development.

For the past seven years, BCA has explored and implemented new models and approaches for these programs to respond to our partners' priorities and changes in educational trends. High-quality arts education experiences enhanced learning engagement, improving academic achievement and teaching transferrable 21st century skills, such as creativity and innovation.



*Palm Bay Magnet High School students working in a series of sculptures under the instruction of artist in residence Betsy Heath*

# 2,973 PARTICIPANTS

# 19



**SCHOOLS**

Brevard Group Treatment Home  
Heritage High, Palm Bay  
Hoover Middle, Indianalantic  
Longleaf Elementary, Melbourne  
McNair Magnet Middle, Rockledge  
Melbourne Center for Personal Growth  
Oak Park Elementary (Title 1), Titusville  
Palm Bay Elementary (Title 1), Palm Bay  
Palm Bay Magnet High, Palm Bay  
Pinewood Elementary (Title 1), Mims  
Roosevelt Elementary, Cocoa Beach  
Saturn Elementary (Title 1), Cocoa  
Southwest Middle, Palm Bay  
Space Coast Jr./Sr. High, Melbourne  
Stone Magnet Middle, Melbourne  
Sunrise Elementary (Title 1), Palm Bay  
Viera High School, Viera  
West Shore Jr./Sr. High, Melbourne  
Westside Elementary (Title 1), Palm Bay

**“ Many of our students lack the means to go to theaters or to experience the arts in our community. We will forever be grateful to the BCA for providing this opportunity. ”**

**DARCY HALLORAN, MUSIC TEACHER**



# ARTS EDUCATION



**"The impact of this program is seen in numerous areas; personal well-being, positive emotional state, sense of achievement, self-esteem, self-confidence, better school grades."**

**DANIELLE JEWETT  
AMIKIDS**

## ART FOR AT-RISK YOUTH

Thanks to generous support from the Heineman Foundation via Brevard Schools Foundation, BCA provided two arts education programs that aimed to provide court-ordered youth with a positive outlet for personal expression, transferrable skills, career-exploration, and life skills.

During fall 2017, the Art for At-Risk Youth program served a population of 62 boys at Melbourne Center for Personal Growth and Brevard Group Treatment Home. Participants received instruction on comic art, cartooning and painting. They also enjoyed a dance performance about bullying and a hip-hop workshop.

In March 2018, a new program began, Art Beyond Boundaries. This initiative provides arts and gardening instruction for 15 at-risk students who reside at the Melbourne Center for Personal Growth, operated by AMIKids Space Coast, jointly with students with disabilities from Heritage High School. Working with a BCA teaching artist and teachers from Verdi Eco School, students are creating a wheelchair accessible community garden at Heritage High School.

## NEXT GENERATION ARTIST RESIDENCIES



*Hoover Middle school students creating a mural under the instruction of artist in residence Hassan Patterson*

In partnership with Brevard Schools Foundation and with funding from the Florida Division of Cultural Affairs, BCA implemented 15 Next Generation & STEAM Artist Residencies at 16 Brevard public schools during the 2017-2018 school year. By connecting students and teachers with professional teaching artists in the classroom, we're contributing to the improvement of academic outcomes and love of learning among students.

In total, 2,241 students were directly served with instruction by professional artists.

Beyond the instruction provided by our teaching artists, the Residencies provided an opportunity for families and school communities to participate in events, performances, exhibitions, and public art projects. An additional 410 students and 120 adults (staff and parents) participated in these activities.



# BUILDING SECTOR SUSTA

## ART OF SUSTAINABILITY

In partnership with the City of Palm Bay, BCA presented Art of Sustainability, where the arts served as a catalyst to build community and provide cultural opportunities for residents and visitors.



*"Jovial" by artist Kevin Duval*

The Art of Sustainability, held from March through May 2018 on the grounds of Palm Bay City Hall, featured an exhibition of eight large-scale kinetic sculptures by noted artists, including Tom Brewitz, Kevin Duval and John Weber. During a Family Fun Day event, Ibex Puppetry, a renowned puppetry company, gave presentations and families enjoyed interactive exhibitors, activities, and food trucks.

BCA also reserved a day for field trips by local schools. Students got to participate in an exclusive workshop with Ibex Puppetry and gained understanding and appreciation of the arts, science, and the environment.

This event brought together all of these elements, placing the arts at the heart of the community and addressing issues of sustainability and environment, of critical importance to Brevard.

**14,000**  
 **PEOPLE  
ATTENDED**

**120** **STUDENTS  
PARTICIPATED  
IN FIELD TRIPS**

**8** **KINETIC  
SCULPTURES**



*Ibex Puppetry, founded by the daughter of Jim Henson, comes to Brevard*



*This year also featured a site-specific sculpture called "Carmadillo", created by a team of art students from De Montfort University Leicester in the UK.*



# SUSTAINABILITY

## LOOKING FORWARD

As 2018-19 funding continues to be a concern for the arts and cultural sector, we anticipate a year of continuing disruption. However, we remain optimistic. Disruption brings opportunity, and the creative sector continues to innovate – to ensure the sustainability of programs. Programmatic excellence, audience development and partnerships will be key to the sector's growth and diversification. As the County's economy continues to grow we see more discretionary spending positively impact box office revenues and support program growth.

We look forward to continued success with our education programs, which touch the lives of so many participants. Our exceptional programs, delivered in partnership with Brevard Public Schools and Brevard Schools Foundation, complement the educational experience of pupils, teach transferable 21st century skills, and contribute to career ladders through enhanced employability.

We are proud of the business sponsors who host our Art in Public Places program, providing ever more opportunities for our area visual artists to show their work in local venues. We thank them for their support, which provides a platform for our artists, as we continue to look for ever more opportunities for our artists to show their work.

As the professional organization representing the arts and cultural sector, we look forward to serving our member organizations, performers, practitioners and educators and will continue to listen closely as we work to provide real value and maintain their trust, as well as that of the community.

In closing this Impact Report we note that none of the highlights in this report would have been possible without the work of our Board of Directors and you, our esteemed partners. On behalf of the communities of Brevard County, we are truly fortunate to have you as supporters and robust advocates for our arts and cultural sector.

A HUGE THANK YOU...



*Local arts leaders mix, mingle, and network.*



The support of the Friends of BCA sustains our work focusing on three strategic priorities: Building Sector Sustainability, Developing Cultural Destination, and Empowering Through Education.

BCA's effort to advance these priority areas positively impacts many lives on the Space Coast. We invite you to become a Friend of BCA. Thank you!

# MANY THANKS TO OUR VALUED PARTNERS

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## ART IN PUBLIC PLACES SITES

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