

**EXECUTIVE SUMMARIES FOR CATEGORY CII
TOURIST DEVELOPMENT FUND FOR CULTURAL MARKETING
2023-2024 GRANT AWARDS**

Ann Norton Sculpture Gardens, Inc.

Ann Norton Sculpture Gardens presents "A Season of Culture, Deep Refreshing and Preservation in the Gardens" including four exhibitions and more than 100 associated programs and cultural events with all exhibiting artists participating multiple times throughout the season. ANSG outsources public relations counsel to support tourist development grant dollars and an aggressive marketing and public relations plan designed to reach national and international visitors including print advertising space in high-profile tourist publications nationwide. In addition, ANSG has a robust plan including web, social media, and television advertising; contracting for brochure and rack card distribution to hotels and visitor locations throughout the county; tourism literature distribution centers; a co-op agreement at Palm Beach International Airport; and promotion of an exclusive cultural partnership with Palm Beach Modern + Contemporary Fair and the Palm Beach International Boat Show.

Amount Awarded: \$127,540

Ballet Palm Beach, Inc.

Ballet Palm Beach plans to perform five ballets during the grant period during the 23/24 season. There are multiple performances of each production. All ballets will be performed at "The Kravis Center for the Performing Arts" located in West Palm Beach, Florida. Our audiences have largely returned and in some instances, we have performed to a sold-out theater due to our marketing efforts. We are anticipating our new season to have a steady increase in audience numbers to pre-pandemic levels. Our comprehensive marketing plan includes in- and out-of-county marketing and includes traditional media such as print and broadcast as well as electronic marketing.

Amount Awarded: \$131,014

Boca Ballet Theatre Company

For more than 30 years, our seasons of dance have added to the cultural landscape here in Palm Beach County. In presenting our 2023-2024 Season of Dance, we will use our staff's extensive wealth of knowledge to provide high-quality dance training and provide performance opportunities for our students. By bringing in world class dancers from some of the world's largest professional dance companies, we offer a unique opportunity for our students to interact with these dancers while presenting high quality performances to our community.

Amount Awarded: \$131,014

Centre for the Arts at Mizner Park, Inc. d/b/a Schmidt Family Centre For The Arts

The same programming principles that were set when The Festival was founded in 2007 continue to be followed today - to bring the highest level and greatest range of cultural arts to the widest possible audience. The world's top artists and authors share the stage with handpicked stars of tomorrow, weaving together a program that is reflective of a Carnegie Hall schedule of offerings. The 2024 programming will reflect the same spirit of excellence, excitement, and diversity. The ten Festival evenings will feature classical favorites with the wonderful Festival Orchestra Boca under Music Director Constantine Kitsopoulos, celebrating the 100th anniversary of Henry Mancini and Gershwin's iconic Rhapsody in Blue, featuring pianist Jingyang Li, the winner of our 2023 Festival Music Competition. This competition awards cash prizes to young deserving musicians.

Amount Awarded: \$132,503

Spady Cultural Heritage Museum

The Spady Museum's programming encourages several types of cultural participation by our community members and visitors by engaging in collaborative partnerships with area artists, businesses, and cultural organizations. Each type of participation supports our vision and mission to be a cultural anchor that is rooted in PBC's Black community. Attendance at events, exhibits, and lectures is a critical component in bringing people together from all walks of life and from all communities across the country to learn more about our community's culture and heritage. The Spady Museum demonstrates its cultural excellence by authentic programs and activities that presents cultural workers, scholars and other experts in the field who are committed to sharing their work with integrity and compassion.

Amount Awarded: \$129,766

Historical Society of Palm Beach County

The Historical Society of Palm Beach County was formed in 1937 in response to a growing need to protect and preserve the county's history. Since then, the HSPBC has gathered and preserved a remarkable collection of photographs, documents, and 3D artifacts representing the cultures, communities, struggles, and successes of the inhabitants of Palm Beach County. Through our archives, which includes about four million photographic images plus maps, newspapers, journals, periodicals, architectural drawings, and research files, the HSPBC maintains an active research facility, reading room, and online history to document the people and events that have shaped Palm Beach County. In 2008 the creation of the Richard and Pat Johnson Palm Beach County History Museum finally allowed the collection to fully serve its critical purpose to share and showcase the rich history of Palm Beach County and the larger context of Florida's heritage dating back 12,000 years.

Amount Awarded: \$132,006

Lighthouse ArtCenter, Inc.

Located in Tequesta, Lighthouse ArtCenter (LAC) is a member-supported not-for-profit educational art organization that offers engaging exhibitions, a dynamic School of Art, and diverse outreach activities to underserved community members. LAC is comprised of a three-building campus with multiple galleries, a School of Art with eight art studios, and an ArtShop filled with art supplies, local art, and much more. LAC was founded in 1964 by a group of eight artists and Christopher Norton, the son of the founders of the Norton Museum of Art in West Palm Beach, Florida. LAC has grown into a community staple that serves and entertains more than 20,000 people annually. In 2024, LAC will celebrate its 60th anniversary!

Amount Awarded: \$137,961

Mandel Jewish Community Center of the Palm Beaches, Inc.

The core mission of The Mandel JCC of the Palm Beaches is to build community and enhance connection to Jewish life. Additionally, we focus on healthy living, providing high-quality Jewish cultural arts, connecting people to Israel, and reaching out to the broader community. Our agency model is based on four pillars: Arts and Culture; Children and Families; Teens; and Special Needs. To meet our community's need for exceptional year-round cultural programming, the Mandel JCC offers an event calendar rich in a variety of Jewish arts programming through our Arts and Culture (A&C) department. Offerings for FY24 will include the 34th Palm Beach Jewish film festival, the year-long Mandel JCC Book Festival, the Lifelong Learning Institute, and more!

Amount Awarded: \$136,473

The Boca Raton Philharmonic Symphonia, Inc.

The Symphonia 2023-24 artistic season includes four Sunday concerts and one evening New Directions concert. The Symphonia will showcase works that draw inspiration from the beauty and power of nature. The season has been named, "Perfect Harmony"—a term that not only applies to music, but a term that is used to describe a state of balance in the natural world. This is also a season that celebrates diversity – The Symphonia has selected, throughout the season, works by women composers and composers from minority groups. These pieces are unfamiliar to general concert-going audiences because these composers, who were the subject of gender and racial exclusion, are typically underrecognized. With its timely environmental theme, and its embrace of diversity by showing a selection of composers and artists from backgrounds that were typically marginalized, will benefit from The Symphonia's newly invigorated marketing campaign.

Amount Awarded: \$135,480

The Chamber Music Society of Palm Beach, Inc.

The 2023/24 season builds on a history of mission-driven programming that supports our goals to connect, transform, and inspire the public and supports strategic organizational priorities of CMSPB. With a tremendous audience growth trend over the course of the 2022/23 season (nearly doubled) CMSPB is experimenting with an additional main series concert, extending the number of core performances to eight-concert season that runs mid-November 2023 through late April 2024 and will occur at the Norton Museum of Art's Great Hall. The "buzz" has been growing about CMSPB concert experiences and we are poised to seize upon the excitement with an ambitious goal to achieve another 27% in increased season attendance, which would equate to be a sold-out season.

Amount Awarded: \$138,954

The Lake Worth Playhouse, Inc.

The Lake Worth Playhouse is a 501c3 nonprofit community theatre with a never-be-dark policy. During the grant period public programming will include award-winning dramas, comedies, musicals, area premieres, Broadway favorites, children's shows, special events and alternative programming. Programming and initiatives will offer a diverse group of entertainment options for patrons as well as a variety of opportunities for the community to volunteer and engage in the arts. Lake Worth Playhouse's 2023-2024 Season will be characterized by award-winning dramas, comedies, area premieres, Broadway favorites, children's shows, live concerts, and films. All performances/events promote excellence, inclusion, and innovation; act as an incentive to bring local audiences into downtown Lake Worth Beach; and provide employment and volunteer opportunities for the community.

Amount Awarded: \$134,488

Young Singers of the Palm Beaches

Young Singers of the Palm Beaches (YSPB) has initiated an ambitious marketing plan which will bring our audience to pre-covid levels in the next year, while integrating the innovative technology, and marketing strategies to attract additional out-of-county audiences. Our target audience of young families is responsive to messaging delivered on social media platforms, websites, and emails as well as traditional channels like print and television.

Amount Awarded: \$139,450