

EXECUTIVE SUMMARIES FOR CATEGORY B
TOURIST DEVELOPMENT FUND FOR CULTURAL TOURISM
2024-2025 GRANT AWARDS

Loxahatchee River Historical Society, Inc.

The Jupiter Inlet Lighthouse & Museum, iconic symbol of Palm Beach County, serves as a major statewide, national, and international eco-heritage destination where visitors (80% from outside of the county) choose from a range of memorable heritage programs and experiences while strolling through 5,000 years of history along a spectacular waterfront site. The grant will fund marketing staff, OPS Marketing assistance, TDC co-op ads, and digital/print marketing in airports, hotels, and the turnpike.

Amount Awarded: \$148,101

The Morikami, Inc.

The Morikami's presentation of traditional and contemporary Japanese culture through world-class exhibitions; educational programs for all ages, interests, and skills levels; renowned gardens, and a Bonsai exhibition are major tourist destinations spots that attract out of county residents. TDC funds will be used to promote programs through out of county marketing, to support marketing department salaries, outside professional artists fees, other outside professional fees, marketing and public relations firms, & advertising marketing including collaterals.

Amount Awarded: \$226,816

The Zoological Society of the Palm Beaches, Inc. d/b/a Palm Beach Zoo & Conservation Society

The Palm Beach Zoo & Conservation Society includes a vast collection of rare and endangered animals and animal experiences where visitors can learn about these amazing creatures. Considered an essential cultural attraction, Palm Beach Zoo & Conservation Society increases tourism for the county by providing a connection to animals and nature for the more than 375,000 visitors. To enable tourists, residents and out-of-county guests to connect with wildlife, compelling conservation stories are told daily through a mix of nearly 2,000 animal encounters and daily Keeper Talks. Palm Beach Zoo & Conservation Society has something for everyone. We plan to use our funds to promote our animal experiences where visitors get closer and learn more about these amazing creatures as well as our splash pad, vintage carousel and nature play. The marketing grant will be spent on our Kids Free promotion in the Summer as well as our Zoo Lights/seasonal program in the Winter. Our goal is to increase outside tourism attendance as well as create ambassadors among our local community.

Amount Awarded: \$261,525

The Henry Morrison Flagler Museum

The mission of the Henry Morrison Flagler Museum is to preserve and interpret Whitehall, Henry Flagler's legacy, and America's Gilded Age, in ways that inspire every generation to perpetuate and emulate the traditions and values that have made America the most prosperous and generous nation in history. The grant will be used to promote cultural programming through marketing/advertising and marketing staff; and will support performers/lecturers and outside professional services for programs.

Amount Awarded: \$269,274

Palm Beach Opera, Inc.

Palm Beach Opera's 2024-2025 season presents world-class opera productions, impactful education and community engagement, and rigorous artist training programs. The marketing grant will be spent on innovative, effective, and highly-targeted print, radio, and digital marketing campaigns, maximizing opportunities to grow PBO's audience and promote Palm Beach County as a tourist destination. PBO strives to drive both locals and out-of-town visitors to Palm Beach County's rich cultural scene.

Amount Awarded: \$265,399

Busch Wildlife Sanctuary

Busch Wildlife Sanctuary offers guests a one-of-a-kind opportunity to learn about Florida's wildlife and natural environments. Our campus sanctuary and working-wildlife-hospital offers eager minds of all ages one of the most unique and memorable experiences available. Busch Wildlife Sanctuary's educational exhibits & programs engage diverse audiences with Florida's wonderful wild animals. We are a distinctive refuge that combines a community nature center with a wildlife sanctuary. The marketing grant will be spent on marketing personnel, outside professional marketing/PR services and a broad range of advertising print, commercials, billboards, Brightline, International airport, FL Department of Transportation (rest stop signage), and digital advertisements.

Amount Awarded: \$214,709

Adolph & Rose Levis Jewish Community Center, Inc.

The Levis JCC's Phyllis & Harvey Sandler Center presents programs, performances and events featuring exceptional artists, actors, musicians, lecturers, authors, filmmakers and scholars. Adults of all ages, faiths, and backgrounds can enjoy a variety of ways to connect with individuals who share a passion for cultural arts, education, travel and social events. These programs and events offer a multitude of compelling opportunities for enrichment and connecting with our community via cultural arts.

Amount Awarded: \$104,069

Maltz Jupiter Theatre, Inc.

For two decades, the Maltz Jupiter Theatre has produced high-quality theatrical productions for patrons living in and visiting Palm Beach County. We carefully select both new and classic Broadway plays and musicals to bring to life with a unique and contemporary perspective. The Maltz Jupiter Theatre's 2024/25 season aims to "entertain, educate, and inspire" those seeking meaningful performing arts experiences in Palm Beach County. The Theatre will produce seven Broadway-quality productions--a mix

of four plays and three musicals--and will present 24 one-night or limited-run Limited Engagements. With grant funding, the Maltz Jupiter Theatre can sustain and promote diverse offerings in support of a vibrant Palm Beach County cultural landscape.

Amount Awarded: \$259,588

FAU Foundation Inc. / Dorothy F. Schmidt College of Arts and Letters

World renowned scholars, authors, performers, artists, distinguished filmmakers, and emerging talent are presented to diverse public audiences in dedicated venues and community settings. Grant funds will be used to enhance guest artist engagement and marketing/publicity efforts, focused on artists and programs that attract out-of-county visitors from throughout south Florida and the US, while academic conferences draw regional, national, and international attendees.

Amount Awarded: \$174,996

Miami City Ballet, Inc.

The season begins with the Winter Mix, a winter of sweeping dance featuring two works by George Balanchine and a world premiere from a distinctly 21st century choreographic voice, Palm Tanowitz. The Spring Mix will see the duality of dance take center stage; raucous and robust, raw and wild to solemn and soulful, strict and structured; a Jerome Robbins classic, Glass Pieces and two company premieres. Pictures at an Exhibition by Alexei Ratmansky and Chaconne by José Limón.

Amount Awarded: \$281,866

The Boca Raton Historical Society, Inc.

The programs of the Boca Raton Historical Society and Schmidt Boca Raton History Museum will focus on the permanent and changing exhibits in the museum and all traveling exhibits that focus on bringing tourists into the museum as well as lectures. Marketing efforts will target new visitors to the museum thru radio, TV, print and more. Grant dollars will fund the marketing consultant and all advertising and PR for the grant programs.

Amount Awarded: \$127,787

The Society of the Four Arts, Inc.

The Society of the Four Arts was founded out of a desire to encourage and cultivate a taste for fine art, drama, literature, music, and other arts. The Four Arts believes that the passion of music, the beauty of art, the thrill of drama, and the pleasure of literature bridge the gap from mere existence to truly living. The Society of the Four Arts will utilize funds from this grant to promote our art exhibitions and concert series and bring art exhibitions and concert performers to Palm Beach county. We will advertise in print, radio, digital, and TV to a broad in-county and out-of-county audience, including regionally in South Florida and in key markets throughout the nation. The Four Arts offers hundreds of programs annually, providing significant value to visitors seeking cultural experiences.

Amount Awarded: \$249,902

Palm Beach Dramaworks, Inc.

At Palm Beach Dramaworks (PBD), a professional, award-winning, nonprofit theatre company, we produce "Theatre to Think About": classic, contemporary, and world premiere plays that take audiences on entertaining and emotional journeys, stir the imagination, and stimulate discussion and debate. Our 25th season will feature 5 plays which are provocative and illuminating! To garner national attention, we plan to advertise in the fall issues of The New York Times, The New Yorker, and Variety magazines. To help grow audiences throughout Florida our plan includes traditional advertising, PR, social media, direct mail, increased digital marketing, and cross promotion with other area attractions and exhibits.

Amount Awarded: \$222,781

Raymond F. Kravis Center for the Performing Arts, Inc.

As a presenter, the Kravis Center is a major venue in the routing of outstanding attractions and artists in the region. The 2024-25 season will spotlight an exemplary mix of world-renowned artists and talent from every discipline. Our most popular series are Kravis on Broadway, Classical Concerts, PEAK, and Kravis Presentations of popular music, dance, comedy, and theater. In 2024-2025, TDC grant dollars will be directed to artist fees and marketing expenses to attract out-of-county visitors.

Amount Awarded: \$290,583

Norton Museum of Art, Inc.

In 2024-2025, the Norton will present an outstanding array of diverse exhibitions, all complemented by public and educational programs designed to engage a broad range of audiences from Palm Beach County and beyond. Grant funding will support advertising expenses, marketing personnel, and a national public relations firm, all promoting Palm Beach County to an expansive audience that includes cultural tourists from around the world.

Amount Awarded: \$275,086

The Armory Art Center, Inc.

The Armory Art Center inspires the creation and experience of art, over the past 37 years to both locals and visiting tourists. We provide art classes for students of all ages and levels of experience, including youth in Grades K-12. Courses are taught in our state-of-the-art studios across three buildings. The marketing grant will support our efforts to increase arts and cultural awareness through cultural tourism, which will lead to increased economic impact for the Armory, Community, and County. The funds will support our efforts through exhibitions, events, and cultural programming focused on bringing people locally, throughout the state and beyond. We will work with other entities and partners to expand our reach outside the cultural community to bring them into the cultural realm.

Amount Awarded: \$177,579

SunFest of Palm Beach County, Inc.

As one of Palm Beach County's premier popular cultural events, SunFest is known for its beautiful waterfront location and an excellent lineup of musical performers. SunFest features two stages of national, regional, and local musical talent drawing visitors both nationally and internationally. SunFest will host a nationally recognized music and art festival in April/May 2025. Grant funding will support national talent booking, stage production, and comprehensive marketing and PR efforts. Securing top-tier talent is crucial for attracting cultural tourists from outside the county. To achieve this, SunFest will partner with leading marketing and PR firms to promote our mission and draw tourism to Palm Beach County.

Amount Awarded: \$262,494

Palm Beach State College

The 2024-2025 Palm Beach State College Theatres season offers high-quality live performing arts experiences that will excite, energize, and educate. Legendary artists such as The Miracles, The Lovin' Spoonful, and The Peking Acrobats will attract audiences from far and wide to see these artists perform exclusively in this part of the state. Campaigns will include a mix of print and digital marketing targeting west coast markets and billboards aimed towards the out of county drive market.

Amount Awarded: \$181,453

Boca Raton Museum of Art, Inc.

The Boca Raton Museum of Art (BRMA) intends to present eight special exhibitions in the 2024/2025 season. These exhibitions will not only align with our curatorial focus but also promote arts and culture with attractions of national relevance. Public programs will accompany the exhibitions, aiming to engage and draw tourists. Grant funds will be used to support BRMA's marketing staff, outside marketing/PR services, marketing and advertising expenses, and program-related contracted services.

Amount Awarded: \$268,305

Cox Science Center and Aquarium, Inc.

Cox Science Center and Aquarium offer a broad and diverse record of blockbuster exhibits, community partnerships, and educational programs that reflect excellence. Our programs and activities fully support our mission to 'open every mind to science' while making museum services available to wider audiences and the underserved. The TDC funding supports our "Traveling Exhibits, Planetarium and Public Events" program. This includes an out-of-county marketing campaign, tourist-targeted campaigns, public relations consultants, marketing staff, and a portion of the contracted traveling exhibits which draw more than a quarter of a million visitors to our facility in Palm Beach County each year.

Amount Awarded: \$279,929

Loggerhead Marineline Center, Inc.

Loggerhead Marineline Center (LMC) provides an educational and cultural experience for guests of all ages and backgrounds. Focusing on the belief that all individuals should be granted equal access to

education, we welcome our guests free of charge and offer many of our public programs free of cost. LMC's marketing plan and grant funding will focus on increasing the number of visitors through public relations, traditional and nontraditional marketing, its website, and social media channels and partnerships. This will drive guests to attend programs and learn on campus. One of LMC's core mission related goals for FY24/25 is to continue providing educational and cultural experiences for visitors of all ages and socioeconomic backgrounds, free of charge.

Amount Awarded: \$261,525

Creative City Collaborative of Delray Beach, dba Arts Garage

Arts Garage proudly presents world-class performances by nationally and internationally touring musicians, bands, comedians, and theatre productions. The planned funded programs will focus on promoting our programming throughout Florida and beyond. The Marketing/Advertising portion will be utilized for various advertising expenses, including social media campaigns, print ads, and partnerships with magazines and guides to increase visibility and engagement. Personnel: Marketing will be utilized to help support our marketing team's salaries. Outside Professional Services: Artistic will be utilized to host engaging performances.

Amount Awarded: \$185,973

Friends of Mounts Botanical Garden, Inc.

Mounts Botanical Garden envisions its public garden as a nationally-acclaimed attraction for residents and visitors alike. Its cultural, social, and educational activities draw attendees to enjoy, appreciate, and learn from this oasis of tranquil beauty. Mounts Botanical Garden's upcoming season "Leap into Nature, Art & Science" will be a year of inspirational and educational programming for all ages featuring Ribbit the Exhibit II that will showcase 18 larger-than-life, thoughtfully-crafted and whimsically-inspired sculptures by Andy Cobb. In addition, the popular Stickwork Exhibit continues, as well as hosting the annual tradition of four beloved Plant Sales, and the return of the week-long Sacred Arts Tour.

Amount Awarded: \$144,646

The Palm Beach Symphony Society

Palm Beach Symphony requests funding for its 2024/25 Masterworks Series, a professional orchestral program in South Florida under the baton of Music Director Gerard Schwarz. Hosted at the Kravis Center for the Performing Arts, our series takes place in Dreyfoos Hall. Grant funds will support the contracting of the outside performing artists: orchestra musicians and touring guest artists. Additionally, funds will be used to support space rental, including rehearsal and performance space.

Amount Awarded: \$230,852