

**EXECUTIVE SUMMARIES FOR CATEGORY CII  
TOURIST DEVELOPMENT FUND FOR CULTURAL MARKETING  
2024-2025 GRANT AWARDS**

**Ann Norton Sculpture Gardens, Inc.**

ANSG presents A Season of Culture, Deep Refreshing and Preservation in the Gardens including exhibitions, concert and lecture series and more than 100 associated programs and cultural events with all artists participating multiple times throughout the season. Tourist development grant dollars will support an aggressive and robust marketing and public relations plan designed to reach out-of-county residents as well as national and international visitors.

Amount Awarded: \$127,540

**Ballet Palm Beach, Inc.**

Four professionally-produced and danced, full length ballets for the time period October 2024 - April 2025 are planned. The grant will pay for advertising in print, direct mail, broadcast, and online marketing channels as well as marketing professionals to prepare and buy ads. Additionally, the grant will be used toward theater space at the Raymond F. Kravitz Center for the Performing Arts in West Palm Beach and to partially pay for the salaries of company dancers.

Amount Awarded: \$131,014

**Boca Ballet Theatre Company**

Boca Ballet Theatre's 34th Season includes three full-length dance concerts featuring major stars and aspiring dancers. Outreach programs will serve at-risk youth, Parkinson's patients, and high school dancers seeking college guidance. Training will be provided for all ages. County grant funds will cover marketing, advertising, and professional dancer fees to enhance community engagement and program visibility.

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. Centre for the Arts at Mizner Park, Inc. (The Centre) will present the 19th annual Festival of the Arts Boca (The Festival). The 10-day event will feature music performances and literary speakers. This marketing grant will be used for advertising in and out of Palm Beach County.

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. With grant support from the Tourist Development Council, the Spady Cultural Heritage Museum shares with residents and tourists the rich history and cultural heritage of Palm Beach County's Black communities through our programs, events, exhibits, and archives. Programs include Kuumba Village/Kwanzaa, the Martin Luther King, Jr. Celebration, Youth Arts Festival, A Delray Beach Family Affair (FL Emancipation Day), Juneteenth, Ride & Remember Bus Tour, Sip & See exhibit/lecture programs.

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. The marketing grant will be spent on materials for creating exhibits, marketing the exhibits, marketing materials, collateral and staff. Money will also be spent on advertising to promote programming.

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. The grant will fund comprehensive advertising campaigns to promote diverse exhibitions and events, attracting out-of-county visitors. These campaigns will reach in- and out-of-county audiences through print and digital publications, radio, streaming video, social media, targeted emails, and digital advertising. Promotions will be amplified through press releases, partnerships, and influencer collaborations, aiming to increase attendance by 10% and boost local businesses through visitor spending.

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. The Mandel JCC is focusing on

four specific avenues of arts and culture: film festival, book festival, lifelong learning, special events. Utilizing renowned speakers, authors, and presenters with followings around the country, along with niche events that can't be found elsewhere, the JCC will be a destination for arts and culture. This coupled with an expansive marketing plan including social media, digital and print advertising, and direct mail will engage people of all ages and demographics.

Amount Awarded: \$136,473

#### **The Boca Raton Philharmonic Symphonia, Inc.**

The Symphonia will present for 2024-25, its fullest artistic season ever with three Sunday afternoon concerts; two date night concerts; one holiday Pops Concert at the Mizner Park Amphitheater, and cultural enrichment programming for all ages. C-II grant dollars will help support The Symphonia's marketing initiatives – initiatives designed to help The Symphonia reach out to younger, more diverse audiences, and audience members from outside of Palm Beach County, including snowbirds and tourists.

Amount Awarded: \$135,480

#### **The Chamber Music Society of Palm Beach, Inc.**

CMSPB's 2024/25 Chamber Music Series is the proposed cultural tourism program for this grant period. The series is an eight-concert season that runs November 2024 through April 2025 and will occur at the Norton Museum of Art and Church of Bethesda-by-the-Sea. Grant funds will be used to support digital, print, and radio marketing, and PR/media outreach. Funds will also specifically cover Artist Fees, Marketing outside professional services and venue rentals.

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. Lake Worth Playhouse's 2024-2025 Season will be characterized by award-winning dramas, comedies, area premieres, Broadway favorites, 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. The marketing grant will be used to promote the season to patrons throughout South Florida and beyond.

Amount Awarded: \$134,488

#### **Young Singers of the Palm Beaches**

Young Singers of the Palm Beaches is South Florida's largest youth community choir with over 350 2nd to 12th grade singers who present two concerts a year at the County's largest venue, the Kravis Center for Performing Arts, in addition to performing at more than 25 community events annually. We serve another 2,900 youth annually in free after-school choirs. Funding is used to support musicians, technical staff, marketing strategies and performances including rehearsal and performance space.

Amount Awarded: \$139,450