

Native Heritage Gathering, Inc.

Project Title: Native Rhythms Festival 2024-16th Annual

Grant Number: 25.c.pr.180.096

Date Submitted: Tuesday, June 13, 2023

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **Specific Cultural Project Grant Guidelines**

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 1

Discipline: Sponsor/Presenter

Proposal Title: Native Rhythms Festival 2024-16th Annual

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Native Heritage Gathering, Inc. 
- b. DBA: NHGI
- c. FEID: 36-4508361
- d. Phone number: 321.452.1671
- e. Principal Address: 1280 Marshall Court Merritt Island, 32953-4434
- f. Mailing Address: 1280 Marshall Court Merritt Island, 32953-4434
- g. Website: www.NativeRhythmsFestival.com
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Brevard
- k. UEI: ZF9FJL9MN59
- l. Fiscal Year End Date: 09/30

1. Grant Contact *

First Name

Martha

Last Name

Pessaro

Phone 321.452.1671**Email** tigerlily1953@aol.com

2. Additional Contact *

First Name

Martha

Last Name

Pessaro

Phone 321.505.2418**Email** tigerlily1953@aol.com

3. Authorized Official *

First Name

Martha

Last Name

Pessaro

Phone 321.452.1671

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Music

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

Native Heritage Gathering, Inc. will provide a family friendly free festival for all peoples to appreciate, participate, and enjoy the rich cultural diversity of the Native American Peoples through presentations, performances, and educational opportunities of the Native American Cultures, Arts, and Music. The Festival will celebrate and honor Native American Heritage Month each November.

2. Project Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Native Heritage Gathering, Inc. proposes the presentation of our 16th Annual Native Rhythms Festival to occur on the second full weekend of November (Friday, Saturday and Sunday). Significantly the Native Rhythms Festival is held in November, which is federally and locally recognized and proclaimed as Native American Heritage Month. The Native Rhythms Festival honors and celebrates all proclamation directives by providing a family friendly free of admission three day event in the beautiful outdoor setting of Wickham Park. Native Rhythms Festival will accomplish the 16th Annual Festival following historically proven Goals, Objectives, and Activities inclusive of process improvements and functionally focused Program Management tools directing Cost, Schedule, and Risk assessment while partnering with community entities and resources. The highest quality award winning Performers and Educators are engaged from across the Continent in the creation of a memorable and valuable experience that will impart lasting impressions and heightened awareness of the cultural contributions of the Native American Peoples upon all attendees, encouraging new understanding and appreciation of Native American Cultures.

2.1. Project Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Native Heritage Gathering, Inc. strives to achieve, uphold and live by the following Goals:

Goal 1. Strengthen the Arts and Culture to make it a vital, cohesive community resource through equitable inclusion of Native American Culture.

Goal 2. Promote the value of the arts as integral to enhancing Florida's quality of life and advancing Florida as a Cultural Destination equitably honoring Native American Culture.

Goal 3. Make Arts and Culture essential to education with equity for Native American Culture.

2.2. Project Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

Native Heritage Gathering, Inc. designs the following objectives to achieve our three goals:

Goal 1. Objective:

Assure the highest quality award winning performers, educators, and artists are engaged and contracted to perform at the venue during our annual honoring connecting Native American cultural experiences for all our visitors and attendees. Measurable by level of awards and nominations-Grammy, Native American Music Awards (NAMA), Indian Summer Music Awards, National Museum of the American Indian (NMAI) Presenters, Championships, etc. of contracted performers. Biographies for all are listed through our website as promotional marketing tool.

Goal 2. Objective:

Provide scheduled staged performances in a natural outdoor setting nestled in with a selection of the highest quality award winning vendors providing interchange between visitors and artists creating economic sustainability for the cultural community, and schedules of programming offering experiential enhancement for the attendees. Measurable by attendance at each event, economic success of vendors, and customer driven market demand for future festivals. Printed programs handed out to all attendees and exit surveys collect measurable data.

Goal 3. Objective:

Provide opportunities for the highest quality scheduled diverse workshops and exhibitions open to any and all participants. Continue to provide School Day programs for all public, private, and homeschool students. Measurable by market demand for current and future programming through the academic community.

2.3. Project Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows.

Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

Native Heritage Gathering, Inc. engages the following activities to achieve objectives of each goal:

Goal 1 Objective Activities:

1. Work early contracting with available Native American Music Awards (NAMA), Indian Summer Music Awards (ISMA) and Grammy Award winning and nominate artists to provide long lead time for promotion and advertising during marketing campaigns.
2. Provide avenues for up and coming artists with regard to cultural exhibitions and performances.
3. Construct a cohesive program schedule that prioritizes safe and healthy access.
4. Contract the highest quality Sound and Stage/Film media specialists.

Goal 2 Objective Activities:

1. Work juried invitation to vendors and exhibitors assuring compliance with all *Indian Arts and Crafts Act (IACA-1990) regulations and laws*.
2. Engage venue and associated logistics for personal health and safety while attending the festival.
3. Maintain membership with Brevard Cultural Alliance and Florida Cultural Alliance organizations. Participate in Greater Palm Bay Chamber of Commerce activities as member, and participate with Tourism Development Committee activities.
4. Attend public outreach opportunities where large public attendance provides opportunities for awareness and engagement.

Goal 3 Objective Activities:

1. Engage educators providing workshops on various topics including music, culture and the arts.
2. Assure venue and associated logistics provide health and safety of all students, educators, and general public.
3. Invite all academic entities to attend the Friday School Day Program.
4. Engage Jim Sawgrass East Meets West exhibition program and Katrina Fisher BigMountain with living history village, focus on pre and post contact and lifeways contrasts and similarities, as well as the roles of Native American Women.
5. Provide Native American educational and cultural outreach participation at events such as Archaeologists for Autism, Pioneer Day, Northrop Grumman Native American Heritage celebrations, Patrick Space Force Base events, Kennedy Space Center Native American Heritage day, Florida Technical Institute events, Greater Palm Bay Chamber of Commerce events, and many other celebrations and recognitions of Native American Heritage Month across the State of Florida.
6. Participate in and promote Native American events across the Southeast using social media platforms and live attendance.

2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Native Heritage Gathering, Inc. continues to build and expand and nurture the partnerships required to provide excellence in our presentation of the Native Rhythms Festival.

1. The musical support gathered through partnerships with the Indian River Flute Circle and the Riverwind Flute Circle of Central Florida provide creative force to the production of the Festival. The flute players provide enormous benefit to our workshop programs and assist

up and coming musicians in their quest to learn to play the flute. Throughout the year the combined organizations work to promote the Native Rhythms Festival and market the event to a worldwide society of musicians. These are organic relationships with no formal agreements in place other than creative power.

2. Walking with Wisdom is a two day seminar conducted by a local elder. We are informal in our contracting with this educator, and the benefits derived are a cultural enhancement for all participants and a continuation of the connection to traditional knowledge.

3. Brevard County School Board partnership provides access to all public school students and subsequent repeat visits over the weekend with family groups. This partnership is informal and is sustained through our education coordinators.

4. Brevard Cultural Alliance provides support and networking opportunities for the Festival as well as advocacy for the Arts in parallel with the Florida Cultural Alliance. These are formal partnerships with membership responsibilities.

5. Partnering with our Host Hotel, Candlewood Suites, in a formal contract arrangement provides us with the benefit of a home away from home for all of our performers and out of town visitors.

6. Vision Maker Media is a relationship that allows Native Heritage Gathering, Inc. to support the major Native American broadcasting system in the Country. Equivalent to Public Broadcasting System, Vision Maker Media is the focus of many creative endeavors including the benefit of advertising and recognition of the many talented artists we contract for the Festival.

3. Project/Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Evaluation commences with the use of our Process Improvements Analysis. Using project management techniques assigning functional area assessment, our committee, performers, and vendors provide input into our spreadsheet via survey that is conducted post event. The results are reviewed for impacts on Safety, Feasibility, and Implementation. High priority items are marked as redlight, medium yellowlight, and implementation of solutions are marked with greenlight. Tracking actions to implementation are tasks taken on during the year by our committees and are discussed at monthly meetings. The process of continuing improvements for the Festival have worked well with this internal survey.

Our approach to the general public is taken with an onsite survey of 5 questions and a section for written comments. The questions are scaled to 5 responses, negative to positive and the questions pertain to our functional areas of Performers, Vendors, Food, Workshops, Exhibitors, Venue as well as the importance of the following areas:

Importance of Native American Heritage Month, Ease of finding information about the Festival, the importance of the Arts to quality of life for Brevard County, and request for suggested changes/improvements. We also collect data for contact, age, and number of NRFs attended. The analysis of the collected surveys is handled in committee and incorporated into the process improvements documents. We also take in the online comments and requests from our social

media platforms. Many of the comments and remarks are positive feedback used to bolster our sponsorship packages and grant applications.

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Total number of individuals who will be engaged?

15065

1. What is the estimated number of events related to this proposal?

1

2. What is the estimated number of opportunities for public participation for the events?

54

3. How many Adults will participate in the proposed events?

10,000

4. How many K-12 students will participate in the proposed events through their school?

2,000

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

3,000

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

65

6.2. Number of Florida artists directly involved?

32

7. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the "No Specific Group" options.

7.1. Race Ethnicity: (Choose all that apply) *

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Other racial/ethnic group

7.2. Age Ranges (Choose all that apply): *

- Children/Youth (0-17 years)
- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

7.3. Underserved/Distinct Groups: *

- Individuals with Disabilities
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk
- Other underserved/distinct group

8. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

The Native Rhythms Festival is designed to serve the Greater Central Florida area with a focus on our Brevard County venue location and attracting visitors to our hometown. We are located in an area rich in history from the Pleistocene era to our human endeavors in Space. As a fast growing region we are proud to say that Brevard County has many natural areas of interest to explore, as well as our famous beaches, estuaries, and rivers and archaeological sites of Native American inhabitation.

The population of Brevard County in 2021 was 616,628, 13.4% up from the 544,000 who lived there in 20. For comparison, the US population grew 7.3% and Florida's population grew 15.6% during that period. Between 2010 and 2021, the share of the population that is Hispanic/Latino grew the most, increasing 3.5 percentage points to 11.6%. The white (non-Hispanic) population had the largest decrease dropping 4.8 percentage points to 72.9%. The share of the population that is 0 to 4 years old decreased from 4.9% in 2010 to 4.4% in 2021. The share of the population that is 65 and older increased from 20.4% in 2010 to 24.2% in 2021. Our mission to provide a festival free of admission fees is targeted to family groups that may have few opportunities or budget for education and cultural experiences. With unbridled growth and population explosion we are the tenth largest County in Florida and the Space Program and related industry plus our beautiful natural resources provides the perfect location to hold an outdoor event at the Wickham Park Amphitheater. Easy access to roadways and nearby lodging and camping accommodations provide a home away from home for our visitors, performers, artists, and educators. Our neighboring counties are experiencing similar growth and the ability to provide quality events for our citizens and visitors becomes increasingly important. Residential families often invite their relations to attend the festival which provides a recurring sustainable visitation impact. When family units visit the festival together, there is shared experience and many families return each year. Our population of senior citizens are particularly interested in the musical performances and attend individually and with assisted living facility outings or with family groups. The partnership with the educational facilities of the community assists with our goal of making arts and culture essential to education.

9. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

The Native Heritage Gathering, Inc. has provided the sole event honoring and celebrating Native American Heritage Month here in Brevard County for a little over two decades. Starting with PowWows at the community college we turned to a program featuring the Native American Flute and Music of our cultures fifteen years ago. Our annual events have provided opportunity for all peoples to attend and enjoy award winning artists such as Robert Mirabal -Grammy Award

Winner for Paintings from the Cave, Shelley Morningsong -NAMA Artist of the Year 2019, Best Blues Artist 2019, Fabian Fontenelle-Golden Mens Traditional Dancer First Place winner, Denver March PowWow 2022/23, Cody Boettner- World Champion Hoop Dancer 2019, Jim Sawgrass East Meets West Exhibition, and so many more. Our website Scrapbooks retain all of our artists photos and information and provide a great history of what has been accomplished over the past 15 years.

Each year until the pandemic we saw increases in the number of attendees and we overcame the challenge of not being in person during 2020 to produce a totally Virtual Program. The idea kept our contracts with all performers alive, they provided film from their homes and sacred places, and we edited down to provide a six hour program on Saturday and another six hour program on Sunday. A post production Educational package was produced with curriculum appropriate segments for Elementary schools derived from the East Meets West program. All that we do as the Board and Committee for the Native Rhythms Festival is accomplished by an all volunteer team. We have kept the Festival Family Friendly and Free all of these years, including pandemic, and our past year we returned to a live event with the continued passion, respect, and joy in providing the Festival.

10. In what counties will the project/program actually take place? (Select a minimum of one) *

Brevard

11. What counties does your organization serve? (Select a minimum of one)*

- Brevard
- Duval
- Flagler
- Indian River
- Lake
- Marion
- Miami-Dade
- Orange
- Osceola
- Palm Beach
- Polk
- Seminole
- St. Lucie
- Volusia

12. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

Our continuing 2020 Native Rhythms Festival Virtual program remains on our YouTube channel with access through our website. A short overview is posted as well, serving as an abstract to the 12 hours of viewing.

The offerings include performances, vendor information and demonstrations, workshops, and backstage passes to the individual performers. The offerings are divided into the two days of original broadcast and can be viewed independently.

The educational programs are available for teachers to select from five separate lessons on lifeways and one instructional video on creating a rawhide rattle. These YouTube videos are posted on a separate tabbed page on the Native Rhythms Festival website to provide ease of access for the educator to select and prepare for presentation. We maintain our mission of providing a family friendly free of charge event for all and that holds true with our YouTube Virtual offerings.

13. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

***Organizations:* Include education and outreach activities.**

***Solo or Individual Artists:* Include any positive social elements and community engagement anticipated from the project.**

Attendance at the Native Rhythms Festival covers a diverse segment of Brevard County, out of County, out of State, and out of Country participants. People arrive by plane, train, automobile, bike, skateboard, and foot. Visitors from out of town stay with our local and advertised hotels, the Wickham Park Campground (which fills to overflow status), local B&B establishments, and the homes of friends and relatives. The influx of tourism during the three day festival usually sees visitors arriving at least one day early and making extended post event stays to visit our beautiful beaches, sanctuaries, museums and historical sights, and Kennedy Space Center. Our related economic impact numbers provided by the Space Coast Office of Tourism cites nearly \$700,000 direct and indirect dollars impact.

The educational impact from the activities provided by our presentation of Jim Sawgrass East Meets West and the CreeActive Native Cultural programs provide curriculum requirements for at least the Fourth Grade Florida history standards. Extended contracting with these two programs alone reaches to a majority of the public schools within Brevard County and secondarily attribute to extended contracts for these presentations with the majority of Central Florida educators.

Many of our musicians receive extended contracted dates through their appearances at the Native Rhythms Festival and thereby expand the reach to Florida and Southeastern States populations. Up and coming musicians are given opportunities to participate in the Festival and our local Flute Circles continue the experience of Native American Flute year round during their meetings and outreach performances throughout Florida.

Festival Impact:

- 1. Hosting three days incorporates merchandise sales for all performers. 16 total performers providing marketplace for direct purchases of albums.**
- 2. 50 Vendors (arts and crafts) provides marketplace for direct purchases of unique one of a kind artwork, Native American Flutes, drums, food, and more. Festival timing allows for seasonal holiday shopping for excellent gifts. All Vendors must comply with *Indian Arts and***

Crafts (IACA-1990) Laws.

3. 25 Exhibitors comprise the most engaged nonprofit organizations and academia positioned to utilize the Festival as point of contact for outreach to our community and visitors.
4. Educational opportunities provided during the Workshops support academia and individual instruction.

14. Marketing and Promotion**14.1. How are your marketing and promoting your organizations offerings? ***

- Billboards
- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- Podcast
- Radio
- Organic Social Media
- Paid Social Media
- Television
- Other

14.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

Building Live Events post pandemic over these past two years, our dynamic approach to expanding our audience participation this year will focus on extended attendance from out of Central Florida and expand reach to our former market, which included international travel. Our continued immersion in the skills of self promotion through social media platforms will be enhanced with boosted products and expansion of the platforms used for advertisement. While the traditional media of printed and published materials are in transition, we will continue to advertise with our local Arts community publications, as well as our Educational community and Senior community publications.

The use of hand out Save the Date cards is our advance promotion and reaches across the continent as we deliver the cards to our performers from across the States, to our Flute Circle groups also represented nationally. Time phased and geographic advertising is included in the media plan.

Local Promotion-

Guest spots on local radio and television programming is planned for the Central Florida campaign along with our usual Public Service Announcements and support from our Brevard Cultural Alliance, Space Coast Office of Tourism, and newly formed membership in the Greater Palm Bay Chamber of Commerce will form the core of this media plan.

State of Florida-

Through our connections with the diverse group of Flute Circles within Florida there are opportunities to distribute our Save the Date cards, as well as promote through social media platforms. Targeted marketing to Event calendars and the Florida Cultural Alliance will assist with broadcast to the ever growing population of Florida.

Out of State-

Advertising on various PowWow websites has provided a great avenue for reaching people who are seeking to attend Native American events, especially with the Award winning star power of the contracted Performers. To reach beyond to the general public we look to national websites and event locators that have social media presence and influence. Within our own social media platforms we have the ability to reach worldwide to utilize our YouTube channel for continuing promotion. International markets will slowly revive as world health climbs back, and we anticipate reconnections to previous online support via our Flute Circle media sources.

Expanded use of a radio campaign is in the feasibility stage at the time of this application, as we hope to broadcast to our Central Florida area residents in a timeframe just prior to the event. Having a final media blast has been presented as the best way to get the most people in to the event from drive market areas. We will investigate using the morning and evening drive times for this campaign.

The priority remains getting out to meet our community members and talk with people about the Festival to assure that the return to live events is as safe as possible for all family members to attend.

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

All ADA Access and Compliance processes are covered under the venue rental agreement with Brevard County Parks and Recreation Department for the use of the Wickham Park Amphitheater and surrounding green spaces. Added safety and health issues are administered and implemented by Native Heritage Gathering, Inc. to assure appropriate portalet services and wash stations are in place and routinely sanitized above and beyond what the Parks Department provides. Appropriate parking accommodations are implemented to assure there are capacity relevant handicap parking availabilities and are designated and monitored by assisted parking attendants to assure safety and accessibility for our attendees. The grounds layout design for vendor and exhibitor booths and displays assures safe walkways and access to flow with best ground level conditions and is situational year to year and subject to weather impacts. Our foresight in anticipation for any obstacles is incorporated into the layout plan. Picnic areas and dining options are also designed with access in mind and wheelchair tables are provided by Parks and Recreation.

Crowd Management training has been completed by at least one of our committee members with particular attention to ADA Accessibility Requirements. This means that ease of access and egress are priority items in the final layout of the grounds. In summation, the grounds layout shall accommodate ADA access in design and implementation. Our vendors shall comply with ADA access for booth visitation and ease of sales transactions. The pandemic derived Social Distancing regulations have provided an education to us all by opening doors of understanding for access and creative solutions for seating and mobility by highlighting awareness of our surroundings while fine tuning our ability to work together for the advancement of all.

Our implementation of diversity inclusion and welcome to all peoples is based on the Native American cultural understanding that we are all related. In Lakota that is Mitakuye Oyasmin- all my relations. The world view of understanding our place on the back of Turtle Island, the heart of Mother Earth, PachaMama, etc. is one of relationship, responsibility, and reciprocity to all living things. The respect for the diverse Native Cultures provides and expands that relationship with all peoples, none less magnificent from the other. With that in mind, our advertising and marketing must meet up with current cultural chasms and differences to provide that open invitation to come and share in the celebration and honoring of Native American Heritage Month. We have established a place with the Brevard County School Board Diversity department

headed by Dr. Danielle McKinnon on the BIPOC committee. Last year we partnered postings on the School website and provided information concerning Native American culture for the Brevard Public School social media.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Martha Pessaro

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 4/1/2023

5. What efforts has your organization made to provide programming for all? (2000 characters)

Our accessibility efforts were greatly enhanced when we made the decision to produce a Broadcast Virtual program during the 2020 Pandemic. The ability opened for all to access the YouTube and Facebook channels to view the Virtual Native Rhythms Festival during the pandemic year of 2020. Our education from that experience has allowed us to continue offering access free of charge to all via these platforms. In retrospect our additional preparations for the return to live event of 2021 allowed us to consider increased security and health measures for all attendees including enhancements to our workshop programs with a wider variety of available programs and inclusion of an environmental program associated with the health of our water, and a PowWow drum workshop aimed at unveiling the meanings and use of the drum by Native American peoples so that all could participate and gain understanding. We have advantage of multilingual committee members who are able to enhance communications with all attendees, as well as a dedicated security staff doubling as resource to the committee and staff in assisting people at the Festival who are in need of any help. The nature of the Native

American Culture is inclusion, and our approach is one of responsibility and reciprocity to all living things.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

Native Heritage Gathering, Inc. was founded in May of 2003 as the third year of our production of the Melbourne PowWow was being planned. The incorporation of the organization was designated as a cultural production of the Traditional Native American PowWow to be held for all people to attend and enjoy in Central Florida. The subsequent PowWows were held each December at the Wickham Park Pavilion. The three day events were held from 2000 until 2008. Our mission changed in 2009 as we shifted the event from a PowWow format to a three day Cultural Festival honoring Native American Heritage Month in November. The new event name became Native Rhythms Festival. The mission of providing a three day family friendly free event celebrating and honoring Native American Heritage Month also moved the event venue to the Wickham Park Amphitheater. Management of the Festival incorporated members of the Indian River Flute Circle. Of the founding members, the treasurer was intact and planning forward for the change. New board members quickly took leadership and the first Native Rhythms Festival was held in November of 2009. Partnerships with Brevard County Parks and Recreation allowed for reduced rates on venue rental and provided much assistance with logistics and staff. Subsequent budget cuts at the County level and growth of the event and non profit ability to obtain outside funding severed the County partnership in 2010. Leadership roles changed due to several family commitments and the organization grew the mission to provide a new budget plan that included contracting with award winning artists. Hurricanes and Pandemic have been our major challenges over the years. We have survived and provided the Festival, thankfully. The past year of Pandemic allowed us to engage creative forces to produce a Virtual Festival. Contracted performers provided hour long footage from their homes that our committee edited into two 6 hour days of YouTube and Facebook broadcast. The Virtual Festival included workshops and educational programs. Last year we returned to a live event, incorporating all the lessons from the Pandemic to continue in health and safety . Proclamations from both County and municipalities have been issued to the Festival each year and the mission of providing a family friendly free event has continued. The committee and board remain all volunteer, a true non profit endeavor.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Native Rhythms Festival Modeling for Success Now and in the Future

The treasurer prepares and presents an event budget at the annual meeting and proceeds with line item approval by board and committee members. Holding true to the mission and goals holds priority in the budgeting process and the Board works diligently to acquire and maintain

sponsorships, grants, donations, gifts, and in kind services from our community. Accomplishing these tasks takes dedicated effort on behalf an all volunteer team.

The sustainable model for recurring revenue comes from fees levied on the invited Vendors. Artists vie for the limited spots available were they are assured attendance and motivated buying public. Maintaining the highest quality and balanced mix of Vendors assures retention and market for all. Attending public has maximum buying power as we are not taking admission fees, and Vendors enjoy low participation fees compared with other events. The individual Artists are supported in a large venue setting. Fundraising at the Festival is featured in our Silent Auction and Raffle tent where collected and donated items are set up. Encouraging a buying public is paramount to this sustainability model.

A balanced budget is approved and financial activities are approved during monthly meetings. The treasurer works to provide timely analysis of activities and provides project management of all activities. Grant processes are undertaken by the financial committee with approvals at the board level.

Adherence to a careful budget balance is managed and integrated with a timeline schedule where time and cost are measured and variances addressed with the board. Annual internal audits precede the following year budget baseline activity. The Florida Division of Arts and Culture allows Native Heritage Gathering, Inc. to honor our performers with fee packages that assure provision of the highest level of musicians and educators on a recurring basis. The support and resulting event are greatly appreciated by our audience in the beautiful natural setting of Wickham Park Amphitheater.

3. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative			
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$22,267	\$38,000	\$38,000
5. Outside Fees and Services: Other	\$23,105	\$8,000	\$8,000
6. Space Rental, Rent or Mortgage	\$2,869	\$2,500	\$2,500
7. Travel			
8. Marketing	\$4,897	\$15,000	\$19,000

9. Remaining Operating Expenses	\$12,365	\$11,000	\$11,000
A. Total Cash Expenses	\$65,503	\$74,500	\$78,500
B. In-kind Contributions	\$5,000	\$5,000	\$6,000
C. Total Operating Expenses	\$70,503	\$79,500	\$84,500
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions			
11. Revenue: Contracted Services	\$9,720	\$11,000	\$11,000
12. Revenue: Other	\$552	\$1,000	\$2,000
13. Private Support: Corporate	\$3,250	\$5,000	\$6,000
14. Private Support: Foundation	\$16,702	\$1,500	\$2,500
15. Private Support: Other	\$15,449	\$9,000	\$10,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$17,569	\$25,000	\$25,000
18. Government Support: Local/County	\$3,333	\$20,000	\$20,000
19. Applicant Cash	\$2,000	\$2,000	\$2,000
D. Total Cash Income	\$68,575	\$74,500	\$78,500
B. In-kind Contributions	\$5,000	\$5,000	\$6,000
E. Total Operating Income	\$73,575	\$79,500	\$84,500

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

In Future Year allocations for an extensive marketing plan will require an increase of \$4k. We are working to increase our In-Kind Value based on planned partnerships with supporting contractors, as well as a robust Sponsorship program to reach market audience not previously engaged.

6. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time

8. Does your organization have a strategic or long range plan?

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Organization Administration	\$0	\$0	\$2,000	\$2,000
2	Treasurer Services	\$0	\$0	\$1,000	\$1,000
Totals:		\$0	\$0	\$3,000	\$3,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Project Management Services	\$0	\$0	\$2,000	\$2,000
Totals:		\$0	\$0	\$2,000	\$2,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Stage and Sound Management	\$0	\$0	\$1,000	\$1,000
Totals:		\$0	\$0	\$1,000	\$1,000

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Performer Fees	\$15,000	\$23,000	\$0	\$38,000
Totals:		\$15,000	\$23,000	\$0	\$38,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Outdoor Facilities and public services	\$4,000	\$4,000	\$0	\$8,000
Totals:		\$4,000	\$4,000	\$0	\$8,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Venue and Storage	\$2,500	\$0	\$2,500
Totals:		\$2,500	\$0	\$2,500

2.7. Travel (match only) *

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Publications and Social Media	\$6,000	\$13,000	\$0	\$19,000
Totals:		\$6,000	\$13,000	\$0	\$19,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Materials, Equipment, Security	\$0	\$11,000	\$0	\$11,000
Totals:		\$0	\$11,000	\$0	\$11,000

2.10. Amount of Grant Funding Requested:

\$25,000

2.11. Cash Match:

\$53,500

2.12. In-Kind Match:

\$6,000

2.13. Match Amount:

\$59,500

2.14. Total Project Cost:

\$84,500

3. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Admissions Free Event	\$0	\$0
Totals:		\$0	\$0

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Vendor Booth Fees	\$11,000	\$11,000
Totals:		\$0	\$11,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Local Fundraising	\$2,000	\$2,000
Totals:		\$0	\$2,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsorships Various Corporations	\$6,000	\$6,000
Totals:		\$0	\$6,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Sponsorships Various Foundations	\$2,500	\$2,500
Totals:		\$0	\$2,500

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Sponsorships from Individuals	\$10,000	\$10,000
Totals:		\$0	\$10,000

3.7. Government Support: Federal *

3.8. Government Support: Regional ***3.9. Government Support: Local/County ***

#	Description	Cash Match	Total
1	Community Cultural Grant	\$20,000	\$20,000
Totals:		\$0	\$20,000

3.10. Applicant Cash *

#	Description	Cash Match	Total
1	Cash on Hand	\$2,000	\$2,000
Totals:		\$0	\$2,000

3.11. Total Project Income:**\$84,500****3.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	30%
B.	Cash Match	\$53,500	\$53,500	63%
	Total Cash	\$78,500	\$78,500	93%
C.	In-Kind	\$6,000	\$6,000	7%
	Total Proposal Budget	\$84,500	\$84,500	100%

4. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

As an all volunteer organization, we have many hours of service to the organization not only in the production of the Native Rhythms Festival, but in continuing educational outreach programs that provide opportunities for musicians to voluntarily perform to a wide variety of community organizations and academic endeavors. The volunteers dedication to the mission and goals of the Native Rhythms Festival and celebrating and honoring Native American Heritage Month extends beyond the weekend of the Festival and involves many talented volunteers across

Central Florida. We are very honored to have the opportunity to present Native Rhythms Festival and hope for many years of future success. Thank you for your support and participation.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
SubW-9.pdf	30 [KB]	6/13/2023 11:18:20 AM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
990n2022NHGI.pdf	67 [KB]	6/13/2023 11:41:29 AM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
PerformerBios_Works.pdf	Performer Biographies with cited works	This is a representative depiction of our Website information for performers	1455 [KB]		View file
NRF2022Program.pdf	Program Publication	Program file with acknowledgement to Florida Department of Arts and Culture	3304 [KB]		View file
NRFMEDIAPLAN2023.pdf	Media Plan	2023 Media Plan accelerating out of County reach	906 [KB]		View file
NRF2023 Flyer Poster 030423.pdf	2023 Flyer	This is our 2023 Flyer showing our logo of the American Buffalo	738 [KB]		View file
2023NRFProcessImprovements.pdf	Process Improvements File	This document represents our Project management approach to Continuous Improvements	278 [KB]		View file
Florida Today.pdf	Florida Today Newspaper Coverage	Additional Photo Gallery from 2022 NRF	679 [KB]		View file
YouTube Promotional American Buffalo.pdf	YouTube Channel Buffalo Logo Significance	This YouTube promotion is featured on our Website and available for all to view	210 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Proclamations Presentations.pdf	Proclamations	These photos and YouTube program provide data on the support and recognition of our government entities during Native American Heritage Month.	445 [KB]		View file
SurveyData_2021.pdf	Evaluation Surveys	This worksheet shows data for analysis from our on site surveys.	334 [KB]		View file
Native Rhythm Festival 2022 (1).mp3	WFIT Coastal Connections Podcast	This is our local interview with the Florida Institute of Technology.	5964 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 36-4508361 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Native Heritage Gathering, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Martha S. Pessaro

