



## **Melbourne Art Festival Faces Funding Cuts, Calls on Community for Support**

### **40th Annual Melbourne Art Festival Returns to Wickham Park**

### **April 26 & 27, 2025**

**Melbourne, FL** – The Melbourne Art Festival is gearing up for its 40th annual fine arts festival at Wickham Park in Melbourne, Florida, on April 26-27, 2025. But this milestone year comes with financial challenges, as the festival faces the loss of Brevard County’s Tourist Development Council (TDC) Grant and the Florida Arts & Culture Grant for 2025.

“For many years the TDC grant has been vital in helping the Melbourne Art Festival promote Brevard County as a vibrant cultural destination, attracting thousands of visitors from across the state while providing a culturally enriching local event for local citizens,” says Doug Taylor, Marketing Director for the Melbourne Art Festival. He adds, “Without these grants, we may have to cut some of the free, family-friendly experiences that have been central to the festival for 40 years.”

The new changes to the TDC grant program not only hurt the Melbourne Art Festival but also nine other local nonprofit cultural organizations, whose essential programs depend on these funds. The Brevard County Commission recently changed funding eligibility to focus on only large, professionally managed events drawing over 5,000 visitors, leaving smaller community festivals, like the Melbourne Art Festival, with fewer options to sustain their programming. “These community events will still draw thousands of visitors who contribute millions to Brevard’s economy but will now face significant cuts to beloved activities. I’m sure some will not make it.” Taylor stated.

Compounding the challenge, the festival also lost state funding this year due to the Florida Arts and Cultural Grant not being approved.

In response, the Melbourne Art Festival is reaching out to the community for support, urging artists, sponsors, advertisers, entertainers, patrons, and local organizations to help fill the funding gap and support all of these wonderful events. Community contributions will be critical in maintaining the festival’s free attractions, including KidWorld activities, live entertainment, and exhibitions from artists. Taylor also encourages supporters to contact their county commissioners and Florida legislators to show their support for arts and culture in Brevard County and in Florida.

The Melbourne Art Festival, a nationally recognized, juried fine arts show, draws artists from throughout Florida and across the U.S.A. Located in scenic Wickham Park, the festival offers free admission, free parking, live entertainment, and family-friendly activities.

**This year's event will still include:**

- A nationally ranked fine arts show featuring local and regional artists.
- Free live music Saturday and Sunday.
- KidWorld activities with student workshops, STEM-based activities, and interactive performances.
- A VIP Patron Program with premium seating, complimentary drinks, and an exclusive artist reception.

As a volunteer-run, nonprofit 501(c)(3) organization, the Melbourne Art Festival has long championed the arts, educational resources, and student scholarships for Space Coast arts programs. With continued community support, the festival can uphold its mission of celebrating art and enriching cultural education in Brevard County.

**Festival Details:**

- When: 9:00 am – 5:00 pm, Saturday, April 26, and Sunday, April 27, 2025
- Where: Wickham Park, 2500 Parkway Drive, Melbourne, FL
- Cost: Free admission, parking, entertainment, and kids' activities

For more information or to contribute, visit [melbournearts.org](http://melbournearts.org)