YOUR WEEKEND GUIDE TO THE SPACE COAST · OCT 16 TO 20, 2026

The Space Coast Letter

One useful thing about your home or your town, every week, in under two minutes.

BY LISA SOLOWAY · ISSUE 2



THIS WEEKEND

Songs by the sea. Art in the Village.

Hit songwriters play free shows in downtown Cocoa Beach, starting Friday. More than 200 artists fill Historic Cocoa Village on Saturday and Sunday. Add a Halloween visit to the zoo or a night at the symphony, and your weekend is set.



FROM ME TO YOU

Hi,

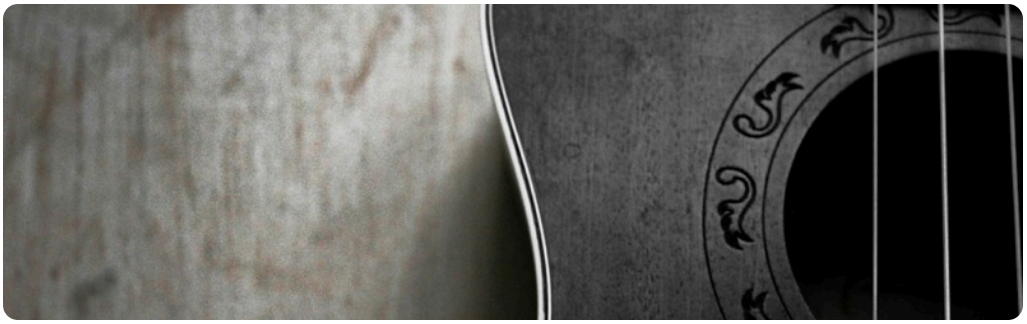
This week is all about music and art, with a little Halloween mixed in. And in my lesson, I answer the question I hear most from people thinking about a smaller home: do I sell first, or buy first?

LISA'S PICK · SATURDAY

Cocoa Village Fall Art & Craft Fair

More than 200 artists and crafters line the streets of Historic Cocoa Village, from paintings to handmade jewelry. Food trucks, live music, beer and wine. Free to get in, free parking, and pets are welcome. Saturday 10 AM to 5 PM, Sunday 10 AM to 4 PM.

Plan your visit →



WEEKEND WOW

Cocoa Beach Songwriter Festival

Friday to Sunday · Free · Downtown Cocoa Beach

Hit songwriters bring a little Nashville to the beach, with free live music at six venues all weekend. It kicks off with Friday Fest on Friday, and there's a street party Saturday.

Festival details →

LISA'S LESSON

Sell first, or buy first?

It's the question I hear most from people ready for a smaller home. Both paths can work. Each one has a trade-off. Here's how I walk my clients through it.



The right order is really about timing. Yours, not the market's.

1. **Sell first.** You know exactly what you have to spend. You never pay for two homes. The catch: you may need a place to land for a while. Sometimes I can ask the buyer to let you stay a little longer after closing.
2. **Buy first.** You move once, on your schedule. The catch: you may carry two homes for a bit. And if your offer depends on your home selling, some sellers will say no.
3. **Start with one number.** What you'd actually walk away with from your home. That number tells us which path fits you.

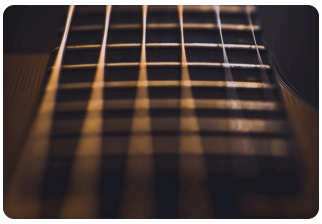
This is what I'd do if it were my own family. Know your number first. Then pick the path.

See what my home is worth

Rather talk? Text me at 321-301-0824.

EVENTS CALENDAR

This Week on the Space Coast



FRIDAY TO SUNDAY · FREE

Cocoa Beach Songwriter Festival

Downtown Cocoa Beach. Friday Fest kicks it off, then free shows at six venues through Sunday.
Details →



SATURDAY 10 AM TO 5 PM · SUNDAY 10 AM TO 4 PM · FREE

Cocoa Village Fall Art & Craft Fair

Historic Cocoa Village. More than 200 artists and crafters, food trucks and live music. Free parking.
Details →



SATURDAY AND SUNDAY · 10 AM TO 3 PM · WITH ZOO ADMISSION

Boo at the Zoo

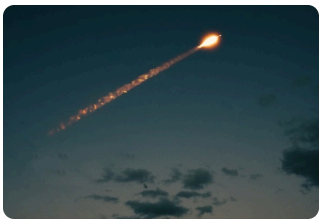
Brevard Zoo, 8225 N. Wickham Rd., Melbourne. Trick-or-treat stations, Halloween decorations and daily shows, all included with a regular zoo ticket. Details →



SATURDAY · 7:30 PM · TICKETS AT THE KING CENTER

Brevard Symphony: Echoes of Freedom

King Center, 3865 N. Wickham Rd., Melbourne. American music for the country's 250th birthday, with Copland, Bernstein and John Williams. Students 75% off; military and first responders 50% off. Details →



MONDAY, OCT 19 · WINDOW OPENS 6:30 AM

Launch watch

A SpaceX Falcon 9 launches the Bandwagon-5 mission from Cape Canaveral Space Force Station. Launch times slip a lot, so check before you set an alarm: **spaceflightnow.com/launch-schedule**

QUICK WEEKEND PICKS

Three easy add-ons

Start Friday at the beach. Friday Fest opens the songwriter weekend in downtown Cocoa Beach.

Make Cocoa Village a whole day. Shop the art fair, then take the free self-guided history walk below.

Go to the zoo early. Boo at the Zoo runs 10 AM to 3 PM, so a morning visit gives you the most time.

WHERE TO GO

Historic Cocoa Village, on foot

The Village has a free self-guided walking tour of 11 landmark buildings, all in less than a mile. Start at the Porcher House, 434 Delannoy Ave. Look for pink and white stickers on the windows, then scan the code to see old photos. It tells the story from fishing town to citrus to the space race.

See the walking tour →



HOME TIP · HURRICANE SEASON RUNS TO NOV 30

Back up your papers now.

Check that your insurance policy is up to date. Make copies of it and your ID. Keep them in a secure, password-protected spot online, so you can reach them from anywhere. More tips →



LOCAL SPOTLIGHT

Lawndale Museum

H.S. Williams built this historic Victorian home, and the museum tells the story of the Williams family who created it. Saturdays 10 AM to 3 PM, 1219 Rockledge Dr., Rockledge. $10 donation. Tour details →

WEEKEND WATCH

Want more Space Coast? Find my videos on YouTube. **Watch on YouTube →**

BEHIND THE BRAND

Your home gets seen before it goes public.

I call it the Guided Sale Method. Before your home hits the market, I get professional photos, video and a blog post ready, and I share it with my own buyer list first. Then it goes live on Zillow Showcase, the MLS and more. I follow a 16-point marketing plan and adjust it the whole time your home is for sale.

[See how I work →]

CLIENT LOVE

She takes the time to teach.

"…She takes the time to educate, advocate, and ensure her clients feel confident and cared for from start to finish."

Niki Jones



LOVE WHERE YOU LIVE

Not sure which comes first?

If a smaller home has been on your mind, let's sketch out your options together. I'll walk you through what happens next and why. You don't have to decide anything today.

Book a 30-minute chat

See you out there,

Lisa

P.S. Curious what homes on your street actually sold for? Hit reply and type your street name. I'll send you 3 recent sales near you, with inside photos.

P.P.S. Launch got moved? Check here before you set an alarm.



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Book a 30-minute call



Equal Housing Opportunity

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