

Application: 4Ward Miami, Inc. d/b/a Gay8 Festival

Grant Administrator - gay8grants@gmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000273

Last submitted: Jan 6 2020 03:00 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 6,000

Organization Name:

4Ward Miami, Inc. d/b/a Gay8 Festival

Project Title:

Gay8 Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

The festival in conjunction with 4Ward Americas (the LGBTQI Human Rights and Business Expo will kick off in early JAN 2020- the 4Ward Gala which funds both programs will be held in early FEB 2020 - the symposium is currently booked at the Miami Beach Convention Center for 2/14-2/15 2020 and the Gay8 Festival will take place on February 16, 2020. We know we will hold activations for the festival with PAMM and other organizations like Vizcaya. And the symposium is currently planning for events at the Botanical Gardens and the Holocaust Museum. Both programs will be cross-promoted.

Primary Event Location:

Calle Ocho (Eighth Street)

County Commission District - Primary Event Location:

5

Secondary Event Location:

Bacardi Headquarters

County Commission District - Secondary Event Location:

7

Project Synopsis:

x

Previous TDC Funding:

\$6,750 (17-18); \$7,500 (16-17)

Other Government Funding:

State of Florida - \$6,849
Community Grants - \$6,306

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Jan 9 2020

TDC Grant Program

Organization Name:

4Ward Miami, Inc. d/b/a Gay8 Festival

1. State the organization's mission

The mission of 4Ward Miami is to promote LGBTQ+ diversity & inclusivity, economic status and civil rights through the Gay8 Festival and other community engagement, human rights and cultural arts programs and events.

2. Provide an organization history

4Ward Miami was founded in 2015 to promote LGBTQ+ diversity, economic status and civil rights through the creation of the Gay8 Festival and other programs. 4Ward Miami was created under the leadership of Damian Pardo, who is a distinguished LGBTQ Miamian, long time activist and financial advisor at Morgan Stanley; and Joe Cardona, who is an op-ed opinion writer for the Miami Herald, and an award winning filmmaker with seventeen documentaries and two feature films. The duo have collaborated with dedicated and talented partners who serve on the 4Ward Miami board of directors, programing committees, special events positions, volunteer positions, consultants and a part-time staff person; all to help 'forward' progress in Miami and beyond.

3. Website:

www.4wardmiami.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	0
b. Part-time employees:	1
c. TOTAL PAID EMPLOYEES:	1
d. Number of volunteers:	100
e. TOTAL STAFF (total paid + number of volunteers):	101

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

First Time

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

Gay8 Festival

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

x

10a. Actual Project Start Date:

Apr 1 2020

10b. Actual Project End Date:

Apr 1 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

The festival in conjunction with 4Ward Americas (the LGBTQI Human Rights and Business Expo will kick off in early JAN 2020- the 4Ward Gala which funds both programs will be held in early FEB 2020 - the symposium is currently booked at the Miami Beach Convention Center for 2/14-2/15 2020 and the Gay8 Festival will take place on February 16, 2020. We know we will hold activations for the festival with PAMM and other organizations like Vizcaya. And the symposium is currently planning for events at the Botanical Gardens and the Holocaust Museum. Both programs will be cross-promoted.

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 236063

12. Total Project Revenues:

\$ 236063

13. Total Organization Operating Budget:

\$ 248963

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

Gay8 is a Free festival open to the public

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

**Gay8 is a Free festival open to the public.
We have missed to book deadline and will submit it for 2021**

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	20
# of Children (Ages 6-12):	45
# of Youth (Ages 13-17):	80
# of Young Adults (Ages 18-22):	800
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	945

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	79500
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	75

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

80520

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	5
# of Young Adults with Disabilities (Ages 18-22):	15
# of Adults with Disabilities (Ages 23 and above):	1500

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 13 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?

b. How will this project generate press coverage?

c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

a. How many hotel rooms do you have booked/blocked for this project?

b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

a. Are other organizations involved in the project's production and, if so, who?

b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Gay8 (GayOcho) is a free, Hispanic/Latino/Latinx LGBTQ hosted diversity and inclusion festival that highlights cultural arts, social justice, music, food and entertainment in Miami expected to attract more than 80,000 attendees. That number includes everyone who participates in any part of the festival.

There are many components that make up Gay8

There will be a dance party prior to the Festival; a social justice and business Symposium called 4Ward Americas on Friday, February 14th, 2020 and Saturday, February 15th, 2020 Sunday, and a farmers market in partnership with Vizcaya during the Gay8 Festival on Sunday, February 16, 2020.

The Primary events for Gay8 are:

Planate Awards

Tertulia

Street Festival

Palante Awards

This year individuals will be honored who have made an outstanding contribution to grassroots organizing and engagement.

Honorees:

Jason Jenkins - Football Unites VP of Communications & Community Affairs

Nadege Green - WLRN Social Issues Reporter

Lynn Bove (posthumously) - South Florida Activist and Event Organizer

Tertulia

Gay8 Festival also features the cultural arts boutique salon (Tertulia) at the CubaOcho Museum and Performing Arts Center with a cultural arts programs that include partners such as local poets, cultural dancers from the Ivory Coast and Bolivia, singers, and a filmmaker discussion.

Street Festival

The Gay8 Street Festival is Sunday, February 16, 2020 from 11 am to 10 pm, blending all of South Florida's communities into one gigantic party in the heart of Miami's historic Little Havana. Miami's famed hub of everything Hispanic, Calle Ocho (8th Street), will be the epicenter of Gay8. The festival stretches for three fun-packed, activity-filled blocks from 14th to 17th Avenues.

The Street Festival features live entertainment by some of Miami's most celebrated musical talent. Bands like Palo, Suénalo, and Spam Allstars perform on Gay8's main stage.

Gay8 is also home to "The Best Miami Sandwich" competition begins right after the festival opens at noon and lasts until 2 p.m. when the judging panel delivers their top pick! - The Burger Beast himself curates a group of Miami's best sandwich establishments in a private section where festival goers can smell and taste some of Miami's best burgers, sandwiches and culinary inventions.

Gay8 Street Fest features some of South Florida's own visual artists showing and selling their work. A cultural arts boutique salon within the festival will highlight multidisciplinary cultural arts programming.

LGBTQ and Climate change awareness films will be showcased all day at the Miami Dade College's Tower Theater on 8th and 15th Avenue. Spontaneous pop-ups of art and culture are a focal point of the Street Festival. Guests will enjoy music, theatre, and dance performances throughout the festival in surprise locations. Festival-related activities at local sponsoring restaurants, galleries and dance clubs will host special VIP/Sponsor events prior to the Sunday Gay8 Street Festival on Calle Ocho.

Gay8 continues our partnerships with Marfiott's TownePlace Suites Miami Airport, which can be booked

directly from the website, as well as the South Beach Hotel Group.

We have I Heart Radio on as a sponsor as well as Telemundo and MBC 6 as our TV partners.

We expect event coverage from all of the local stations as we have had in the past.

We have a detailed marketing plan and timeline that includes printed ads, social media, digital communications, video, radio, and TV. With this multi-pronged approach we expect to increase our attendees by 15%.

Given the diversity of the programming, our marketing will target different demographics. Through events like World Pride and local Pride events in other countries, we have developed partnerships around the globe. We have a deeper partnership with Madrid where many from Miami travel to Madrid for their Profe and they travel to Miami for Gay8.

TDC - Marketing Details

Completed - Jan 13 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Gay8 marketing includes our website (www.gay8festival.com), email communication, social media, video promotion, and other outreach. We have commitments for in-kind support from major media markets such as Telemundo, NBC 6 , and I heart Radio. We have also expanded international marketing, specifically in Spain.

We have local partners and have also been successful in establishing relationships with corporate sponsors who have supported us since the inception, and who are supporting Gay8 again by helping with promotion.

I Heart Radio, with both paid and in-kind ads is valued at \$25,000. For this past festival in 2019 we were featured on "NBC 6 in the Mix" which we will do again for 2020. We continue to work with the GMCVB's media department to help in submitting press releases through their pipeline as they have many media followers who pick up press stories. We are actively engaged with strategically identifying additional media avenues and support for the 2020 edition of the Gay8 Festival.

We have supporters and attendees from many cities around the country as evidenced by the close to 300 NY residents that walked with the Gay8 contingent in the World Pride Parade held in NY last June.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Telemundo
NBC 6
I heart Radio

In previous years we received coverage of the event on all the local news stations.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

1025326

3a. How was the above estimate determined?

Information provided by the medias outlets

TDC - Tourism Impact Projections

Completed - Jan 13 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

80445

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

75

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	65000	60
Out of County	7500	15
Out of State	5000	
Foreign	2945	

TOTAL Projected # of Audience Attending:

80445

TOTAL Projected # Performing/Instructing:

75

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

The Gay8festival.com website has a section for travel.

We have partnered with Marriott and Hotels.com and we will be able to more accurately assess the room nights generated by Gay8

We didn't do so good a job of tracking hotel rooms in the past but we can confirm 45 room nights from the 2019 event

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	45	
Actual number of hotel room nights used last year:	45	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Marriott	45
Year 2:	N/A	N/A
Year 3:	N/A	N/A

Performance Venue Locations and District Numbers

Completed - Jan 9 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Calle Ocho (Eighth Street)
Address - venue #1	SW 8th Street between 14th and 17th Avenues
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33135
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

Secondary Venue #2

Secondary Venue Name - #2	Bacardi Headquarters
Address - venue #2	2701 S Le Jeune Road
City - venue #2	Coral Gables
State - venue #2	Florida
Zip Code - venue #2	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	7
MUNICIPALITY CODES - venue #2	03 Coral Gables

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	Miami Beach Convention Center
Address - venue #4	1901 Convention Center Drive
City - venue #4	Miami Beach
State - venue #4	Florida
Zip Code - venue #4	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	5
MUNICIPALITY CODES - venue #4	02 Miami Beach

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	4Ward Miami, Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:				
Administration				\$0
Artistic				\$0
In-house/Salaried Personnel:				
Technical/Production				\$0
Contracted/Outside Artistic Fees/Services		\$20,500	\$20,500	
Contracted/Outside Other Fees/Services		\$45,655	\$45,655	
Marketing: ADV/PR/Printing/Publications		\$20,000	\$20,000	\$10,000
Marketing: Postage/Distribution				\$0
Marketing: Web Design/Support/Maintenance		\$1,000	\$1,000	
Travel: In County				\$0
Travel: Out of County				\$0
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$7,500	\$58,023	\$65,523	
Equipment Purchase				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.				\$0
Space Rental				\$0
Space Rental / for Performance, Exhibitions, Events, etc.		\$1,500	\$1,500	
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.		\$2,864	\$2,864	
Utilities				\$0
Fundraising/Development (Non-Personnel)				\$0
Merchandise/Concessions/Gift Shops		\$4,657	\$4,657	
Supplies/Materials		\$5,200	\$5,200	
Other Expenses (Itemize Below)				
Police		\$23,872	\$23,872	
Sanitation		\$4,463	\$4,463	
Fire Department		\$7,244	\$7,244	
Permits		\$539	\$539	
Parking		\$2,000	\$2,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

SUBTOTALS:	\$7,500	\$197,517	\$205,017	\$10,000
TOTAL EXPENSES (Cash plus In-Kind)	\$215,017			
GRANT REQUEST	\$7,500			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$0			
IN-HOUSE / SALARIED PERSONNEL: ADMINISTRATION CALCULATOR				
Grant Request	\$7,500			
Percentage Allowed for Administrative Support	25%			
MAXIMUM GRANT REQUEST ALLOWED TO COVER IN-HOUSE / SALARIED PERSONNEL	\$1,875			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	4Ward Miami Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$10,000		5%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$102,000	\$10,000	50%
Foundation Support			0%
Private/Individual Support	\$17,862		9%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
State of Florida	\$6,849		3%
			0%
			0%
Government Grants: Local (Itemize below)			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
Tent/Booth Sales	\$12,000		6%
Give Miami Day	\$9,600		5%
Bar Sales	\$32,900		16%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

				0%
Department of Cultural Affairs Grants (Itemize below)				0%
Community Grant	\$6,306			3%
				0%
				0%
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$197,517	\$10,000		4%
GRANT REQUESTED	\$7,500			
CASH REVENUES + GRANT REQUESTED	\$205,017			
TOTAL REVENUES (Cash plus In-Kind)	\$215,017	TOTAL IN-KIND %		5%
BUDGET SUMMARY				
				Revenues minus Expenses
				All totals must = \$0
Cash Expenses	\$205,017	Cash Revenues	\$205,017	\$0
+ In-kind Expenses	\$10,000	+ In-kind Revenues	\$10,000	\$0
= TOTAL EXPENSES	\$215,017	= TOTAL REVENUES	\$215,017	\$0

Application: Centro Cultural Boliviano Masis Corp

Grover Ordonez - groovygrover3@gmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000278
Last submitted: Jul 2 2020 05:15 PM (EDT)
Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

10000

Staff Recommendation:

\$ 3,500

Organization Name:

Centro Cultural Boliviano Masis Corp

Project Title:

6th Bolivian Carnival & International Parade in Miami

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

May 9, 2020

Primary Event Location:

Tropical Park

County Commission District - Primary Event Location:

10

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support the Sixth Bolivian Carnival & International Parade in Miami on 05-09-2020. This Free event is open to the public to support Centro Cultural Boliviano Masis commitment to preserving cultural practices and heritage, and improving the quality of community life. A "Ballet of the Streets" with groups of dancers that come directly from the famous Carnival of Oruro-Bolivia, Patrimony of Humanity under a Proclamation by UNESCO in 2001 will be showcased.

Previous TDC Funding:

\$3,500 (18-19); {End of cycle - \$3,500 (17-18)}; \$3,500 (16-17); \$3,500 (15-16); \$3,500 (11-12); \$3,500 (10-11)

Other Government Funding:

Community Grants - \$10,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 24 2020

TDC Grant Program

Organization Name:

Centro Cultural Boliviano Masis Corp

1. State the organization's mission

To rescue, revalidate and disseminate the ethnic heritage of the andean culture treasure. We want to develop interest in younger generations to promote a wholesome pride in order to maintain our identity through history, dance and music.

2. Provide an organization history

Centro Cultural Boliviano Masis (CCBM) was founded in 1994 and is a branch of the parent organization MASIS, started in the city of Sucre, Bolivia, 40 years ago. Inspiring young Bolivian musicians from Sucre took a bold step to use native Andean music and dance as a way to change attitudes of discrimination against the country's indigenous persons. They organized the city's first traditional Andean music group, Los Masis, dressing in the colorful ponchos of the region's Trabuco indigenous peoples. Los Masis has been performing throughout Bolivia and abroad for over three decades. The organization started a music school for young people to ensure that traditional music, especially Quechua lyrics and melodies, which would live on for future generations.

The term 'MASIS' means "brothers" in the Quechua dialect. The array of represented countries and dancers increases audience viability and potential as well as community marketing opportunities. Funds from the Community Grant will support the U.S. sub-organization Cultural Center Boliviano Masis, to help internationally renowned musicians and dancers directly from Bolivia and Bolivians living in the USA.

CCBM's mission is to promote the preservation and celebration of Andean culture. Through the delivery of educational lectures and performances, CCBM provides in-depth insight into unusual and little-known aspects of Bolivian traditions and customs, to foster pride and appreciation for Bolivian heritage.

As part of the research CCBM conducts for its educational performances and lectures, the organization compiles a large amount of relevant data and information that it then makes available via online and

academic forums. Research on Andean legends and folktales comprises material for the lectures and performances; the dissemination of this information then helps develop community understanding, awareness, and appreciation for Andean culture, including its ethnic chronology from before the Spanish Conquest to the present day. CCBM conducts an array of activities for the community such as dance instruction for children, teens and adults, as well as workshops, which promote pride in the Andean native roots of Hispanic culture through accurate depiction of customs, traditions, values, and history. These help to more accurately describe the culture, assisting in dispelling distortions that may have persisted over time.

The organization has hosted events at the Orange Bowl Parade, the Carnival of Miami, for the Kiwanis of Little Havana, for Miami Dade College and for the Student Enrichment in the Arts (SEAS) Program of the Broward County Public Schools. CCBM has collaborated with a host of organizations including Miami Herald, IncaCola, Peru Hoy, Rizos Restaurant. Bolivian Universities assoc, ATB, Caracol Radio, Boliviana Airlines, Lloyd Aereo Boliviano-LAB Airlines, the Bolivian Chamber of Commerce, Crillon Tours, Trivillage, St. Sophia Greek Orthodox Cathedral of Miami, Miami Dade County Centro de Residentes Bolivianos, Sumaj Builders, iTech Enterprises, Aeroandes Travel, Pacific Car Exports, and Diario Las Americas. For over a decade, CCMB has offered a number of highly inspirational and edifying programs. Among them is “Bolivian Encounter,” or “Encuentro Boliviano de Danza y Musica” which ends with a full showcase. Held at Manuel Artime Theatre, groups of mainly Bolivian dancers and musicians perform for audiences of all ages. Originally designed for an international audience, the program has evolved into a free concert featuring author and lecturer Darius Morgan. One of his lectures, “The Most Ancient Culture of South America,” features typical costumes and Bolivian dance, illustrative of the colorful traditions of the Andean people.

Another very moving performance produced by Masis is the “Taller Dance of Masis” or “Dance Workshop for Masis.” In this venue, dancers wear beautiful colors and put on a rousing performance presenting a unique legend for each of the costumes. The performance is inspirational, enriching and informative, and is suited to audiences of all ages. This successful event led to the creation and 13-year event, the “International Andean Festival.”

We are now presenting the Sixth Bolivian Carnival & International Parade in Miami. We have made the decision to offer this exciting event each year. The event is free and will be held 05/09/2020. With the support of loyal fans, CCBM presents groups of dancers and musicians, each of which represents Bolivian heritage. The event brings attention to the extraordinary vibrance and diversity of cultures within this community. This project fulfills the Enrichment, Cultural, and Educational city program objectives by implementing Florida Standards through its message, which is conveyed by how we communicate the message, as well as the cultural connections made and cross-cultural communities represented.

3. Website:

www.boliviancarnivalusa.com

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	0
b. Part-time employees:	0
c. TOTAL PAID EMPLOYEES:	0
d. Number of volunteers:	50
e. TOTAL STAFF (total paid + number of volunteers):	50

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 10000

9. Project Title:

Sixth Bolivian Carnival & International Parade in Miami

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the Sixth Bolivian Carnival & International Parade in Miami on 05-09-2020. This Free event is open to the public to support Centro Cultural Boliviano Masis commitment to preserving cultural practices and heritage, and improving the quality of community life. A "Ballet of the Streets" with groups of dancers that come directly from the famous Carnival of Oruro-Bolivia, Patrimony of Humanity under a Proclamation by UNESCO in 2001 will be showcased.

10a. Actual Project Start Date:

May 9 2020

10b. Actual Project End Date:

May 9 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

May 9, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 73000

12. Total Project Revenues:

\$ 73000

13. Total Organization Operating Budget:

\$ 73000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

Our event is free

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

This will be our first year participating and our event is free of charge

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	50
# of Children (Ages 6-12):	50
# of Youth (Ages 13-17):	100
# of Young Adults (Ages 18-22):	200
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	400

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	600
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	200

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

1200

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	20
# of Young Adults with Disabilities (Ages 18-22):	20
# of Adults with Disabilities (Ages 23 and above):	50

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 10 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?

b. How will this project generate press coverage?

c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

a. How many hotel rooms do you have booked/blocked for this project?

b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

a. Are other organizations involved in the project's production and, if so, who?

b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The proposed project is The Sixth Bolivian Carnival & International Parade in Miami. This unique cultural and tourist piece will be filled of richness of the Bolivian Carnival & International Countries to Miami because of the music and elegant artistically designed costumes.

Improvements have been made by bringing-in most of the participants directly from the most famous Carnival, #1 in the world, to perform in the event in Miami along with International participants, local and from other cities. This will greatly increase audience viability and potential as well as community marketing opportunities.

The event will be held on May 9, 2020 from 4 P.M -11:00 PM at Tropical Park.

The community of Tropical park is home too many immigrants from Latin America, and is heavily influenced by Hispanic history, art and culture. Cultural opportunities abound in this desirable and vibrant destination.

Admission is free. This event will count with at least 150 performers from Bolivia. The event captures: attendees - children and teens; Adults, family vacationers, who will find this to be a real treat, an event

showcasing vibrant color, sound and dance unique to South Florida; South America Tourists; from the north of the U.S.

Marketing audience development efforts include Centro Cultural Boliviano Masis established relationships with the consulates which will communicate this event as part of their "Things to Do"

Online usage, Social media, email, librarian, flyers distribution, Blogs, customer feedback, campaigns, Press releases, use the masses, trade shows, add local event calendars. News letters from several communities, Local Radios, ATB (Bolivian channels), Miami HERALD, Diario Las Americas, etc.

Media Sponsors are: The New Times, Miami Herald, El Nuevo Herald, Colusa, Golazo Street, Diario las Americas, Facebook, Twitter, social media, 7 Andean Consulates and Radio La Poderosa.

TDC funding will enhance our project's tourism attractiveness by assisting with our marketing and implementation strategies. The artists coming from Bolivia pay their own expenses to participate in the Sixth Bolivian Carnival & International Parade in Miami and to enjoy the beautiful city of Miami.

The Carnival's target audience is comprised of:

1. Community members who are of Andean countries, Caribbean, and South/Central Latin American Ancestry;
2. Members of the media;
3. African Americans;
4. Florida residents from Orlando and other places in Florida;
5. Tourists from Bolivia, Peru, Colombia and all Latin countries;
6. Tourists from other locations;
7. The community at large;

Masis study indicated that the typical audience for Masis' venues is 80% Hispanic (Central, South American & Caribbean) 12% Anglo-American, 8% African-American.

The principal participants will be the groups of artists, musicians and dancers.

This event has tremendous tourist appeal. It captures:

- College Student attendees - children and teens
- These are usually family vacationers, who will find this to be a a real treat, as it is an event showcasing vibrant color, sound and dance unique to South FL.
- Tourists from South America. (May is a month before winter for South Americans so they travel before getting cold weather at their country)
- Snowbirds from the north of the U.S. come to Florida for the summer weather.
- Through established relationships with each of the seven consulates of the Andeas. CCBM will leverage marketing will market the event as part of their "Things to Do."
- The Festival's family appeal connects with family vacationers, who will be treated to the spectacle of color/sound/dance unique to South Florida.

Gladly we have Holiday inn Express and holiday inn Hotel to greet and host them for their stay throughout this time period. Usually we have 60-85 nights booked for this event.

We are happy that not only the city of miami helps us with this event but also count on the various identities and groups of Music and dance make a great part of this show and collaborate with their unique taste from their country and own spectators as well that come to enjoy a moment of their culture.

TDC - Marketing Details

Completed - Feb 24 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Centro Cultural Boliviano Masis established relationships the consulates, will communicate this event as part of their "Things to Do"

We have also now signed up with Golden ticket to reach more Adults that may have interest in this event. Taking Advantage that The Weekend before is the Celebration of 5 De Mayo, we have volunteers pass out our flyers to attract those same tourists and their friends arriving/meeting them in miami to come out to our event and getting different taste of a carnival!

We generate interest by our website when tourists from Bolivia come to perform and now they are sharing this site with their friends that live in the states that are also interested in performing or flying/driving down to miami to see a great show and visit sunny south Florida and its great locations.

Online usage, Social media, email, librarian, flyers distribution, Blogs, customer feedback, campaigns, Press releases, use the masses, trade shows, add local event calendars. News letters from several communities, Local Radios, ATB(Bolivian channels), Miami HERALD, Diario Las Americas, etc.

Media Sponsors are: The New Times, Miami Herald, El Nuevo Herald, Colusa, Golazo Street, Diario las Americas, Facebook, Twitter, social media, 7 Andean Consulates and Radio La Poderosa.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Tv- Unitel from Bolivia

Radio Caracol- We will have a combination of paid and non-paid advertisement

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

6000

3a. How was the above estimate determined?

Estimating we can reach out to 500 people through each outlet.

TDC - Tourism Impact Projections

Completed - Feb 24 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

1000

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

200

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	500	60
Out of County	150	20
Out of State	100	20
Foreign	250	100

TOTAL Projected # of Audience Attending:

1000

TOTAL Projected # Performing/Instructing:

200

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Hotel stays will be promoted to visitors attending the event by offering everything booked for them with transportation provided from the airport to the hotel and back and also to the venue of the event. Encouraging everyone to be in the same hotel "Holiday Inn Express" or Holiday inn which is less than 5 blocks away. We project 65-80 nights booked in total. These hotels have worked with us in the past years and have always given us a fair deal that includes free breakfast and transportation services. Last year we had 65 nights booked and this year we hope to increase it to 80 since we have more groups and tourists from USA interested in participating/ attending this great event.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	80	
Actual number of hotel room nights used last year:	65	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	65
Courtesy Room Blocks:	5

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Holiday Inn Express , Holiday INN	65
Year 2:	Holiday Inn Express , Holiday INN	50
Year 3:	Baymont inn & Suites , Holiday INN	40

Performance Venue Locations and District Numbers

Completed - Jan 10 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Tropical Park
Address - venue #1	7900 sw 40 street
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33155
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	10
MUNICIPALITY CODE:	30 Unincorporated
STATE SENATE (UPPER) DISTRICT NUMBER:	40
STATE HOUSE (LOWER) DISTRICT NUMBER:	115

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Centro Cultural Boliviano Masis Corp			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration			\$0	\$4,000	
In-house/Salaried Personnel: Artistic			\$0		
In-house/Salaried Personnel: Technical/Production		\$5,000	\$5,000		
Contracted/Outside Artistic Fees/Services		\$9,000	\$9,000		
Contracted/Outside Other Fees/Services		\$6,000	\$6,000	\$2,000	
Marketing: ADV/PR/Printing/Publications	\$4,000	\$8,000	\$12,000		
Marketing: Postage/Distribution			\$0	\$3,000	
Marketing: Web Design/Support/Maintenance		\$8,000	\$8,000		
Travel: In County		\$5,000	\$5,000		
Travel: Out of County			\$0		
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$6,000		\$6,000		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$4,100	\$4,100		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.		\$1,500	\$1,500		
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$400	\$400		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$3,000	\$3,000		
Other Expenses (Itemize Below)					
Hotel			\$0	\$4,000	
			\$0		
			\$0		
			\$0		
			\$0		
SUBTOTALS:	\$10,000	\$50,000	\$60,000	\$13,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$73,000				
GRANT REQUEST	\$10,000				
<small>Grant request minus Grant Dollars Allocated; this field must equal \$0.</small>			\$0		
Total Projected Administrative Expenses (Cash plus In-Kind)	\$4,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Centro Cultural Boliviano Masis Corp		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$10,000		17%
Foundation Support			0%
Private/Individual Support	\$15,000		25%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues	\$5,000		8%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$10,000		17%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Community grant	\$10,000		17%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$50,000	\$13,000	17%
GRANT REQUESTED	\$10,000		
CASH REVENUES + GRANT REQUESTED	\$60,000		
TOTAL REVENUES (Cash plus In-Kind)	\$73,000	TOTAL IN-KIND %	22%

Application: City Theatre, Inc.

Susan Westfall - Susan@citytheatre.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000279

Last submitted: Jan 8 2020 01:23 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 10,800

Organization Name:

City Theatre, Inc.

Project Title:

SUMMER SHORTS 25th Anniversary

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

June 4, 5, 6, 7, 11, 12, 13, 14, 18, 19, 20, 21, 25, 26, 27, 28, July 3, 4, 5, 2020

Primary Event Location:

Adrienne Arsht Center for the Performing Arts

County Commission District - Primary Event Location:

3

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support promotional efforts for the 2020 SUMMER SHORTS, which celebrates its 25th anniversary at the Arsht Center for the Performing Arts from June 4 - July 5, 2020. City Theater seeks to dramatically increase its advertising campaign and work with the Greater Miami Convention & Visitors Bureau to market "Staycations" for regional audiences and national visitors.

Previous TDC Funding:

\$12,000 (18-19); {End of cycle - \$6,000 (17-18)}; \$7,000 (16-17); \$8,000 (15-16); \$9,000 (14-15); \$10,000 (13-14); {End of Cycle - \$5,000 (12-13)}; \$5,000 (11-12); \$7,000 (10-11); \$5,000 (09-10); \$5,000 (08-09); \$10,000 (07-08) End of Cycle; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

Other Government Funding:

N/A

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 21 2020

TDC Grant Program

Organization Name:

City Theatre, Inc.

1. State the organization's mission

City Theatre's mission is to:

Develop and produce new work predominantly in the short play and short musical genre, and longer works that have impact for our company and our community;

Leverage our theatrical and artistic expertise with innovative programming that raises our company's artistic goals, engages a diversity of people, and provides artistic and audience education opportunities in our community;

Provide leadership in the continued cultural development of South Florida; and

Provide thought leadership through arts and artist partnerships to the wider theatrical industry.

2. Provide an organization history

Founded in 1996 to develop and produce new work, City Theatre focuses on the short play genre, works that run ten minutes or less. We're now one of the oldest theater companies in the region, and the only theater of its kind in the U.S.

The short play format is to theater what the short story is to literature: brief, theatrical and complete with a beginning, middle and end. Our current slate includes:

SUMMER SHORTS: the original signature festival that launched us runs each June, performed by a versatile ensemble of local actors, with a collection of new works by renowned and emerging playwrights. Celebrating its 25th anniversary in 2020.

CITY SHORTS: a condensed version of SUMMER SHORTS that allows us to tour multiple venues around the County.

CITY READS: free readings of original works submitted to us. Actors perform year-round at varied locations county-wide. Readings are critical to our process. When read by actors, a submitted work comes alive off the page for an audience. These are the two most basic ingredients necessary before choosing to produce a play. Audiences learn about new play development and take an active role in the discovery of new work. A number of our produced plays are first heard here.

Beginning July 2019, **SHE SHORTS** presents original works by local and national playwrights of varied self-identifications whose plays will offer a range of female identifying storytelling. It builds on a groundbreaking program for the LGBT community that we produced for 6 years in neighboring Broward County.

CITYWRIGHTS: an incubator for new work in the short play format; a professional weekend for established and new playwrights with master classes, workshops, mentoring sessions, forums, and public readings. Representatives from Samuel French Publishing and The Dramatist Guild/Fund actively participate.

Our **NATIONAL PLAYWRITING CONTEST** supports our mission to identify excellence in dramatic writing. We receive 750 short play submissions from around the world each year.

3. Website:

www.citytheatre.com

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	2
b. Part-time employees:	4
c. TOTAL PAID EMPLOYEES:	6
d. Number of volunteers:	17
e. TOTAL STAFF (total paid + number of volunteers):	23

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

2nd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

2020 Summer Shorts - 25th Anniversary

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support promotional efforts for the 2020 SUMMER SHORTS, which celebrates its 25th anniversary at the Arsht Center for the Performing Arts from June 4 - July 5, 2020. City Theater seeks to dramatically increase its advertising campaign and work with the Greater Miami Convention & Visitors Bureau to market "Staycations" for regional audiences and national visitors.

10a. Actual Project Start Date:

Jun 1 2020

10b. Actual Project End Date:

Jul 5 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

June 4, 5, 6, 7, 11, 12, 13, 14, 18, 19, 20, 21, 25, 26, 27, 28, July 3, 4, 5, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 175856

12. Total Project Revenues:

\$ 175856

13. Total Organization Operating Budget:

\$ 706959

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

City Theatre has participated in the Culture Shock Miami program since its inception. Every season, City Theatre allots about 15 discounted tickets for every performance of Summer Shorts presented at the Adrienne Arsht Center for the Performing Arts. City Theatre offers many free events throughout each season and since Summer Shorts is our signature ticketed event, we make sure to have it available through Culture Shock every season for teens and young adults to have access.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

Our readings, which take place at various locations around the County, are free of charge.

Our performances of CITY SHORTS at the Key Biscayne Community Center are priced at less than an average movie ticket: \$10.

The balance of our public programs for adults are held at the Adrienne Arsht Center for the Performing Arts. Our contract with The Arsht Center as a co-presenter of SUMMER SHORTS and WINTER SHORTS includes the Center's role as our ticketing agent. The Arsht Center does not participate in the Golden Ticket program.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	800
# of Youth (Ages 13-17):	100
# of Young Adults (Ages 18-22):	500
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	1400

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	3400
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	50

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

4850

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	20
# of Young Adults with Disabilities (Ages 18-22):	50
# of Adults with Disabilities (Ages 23 and above):	50

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 13 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The annual SUMMER SHORTS Festival is City Theatre's landmark theatrical event and a highlight that kicks off the South Florida summer cultural season. Dubbed "America's Short Play Festival," it is a theatrical showcase for the ten minute short plays and musicals genre that is unique nationally. Regionally for 24 continuous years, the Festival's always fresh and different productions play to critical acclaim and attract thousands of audiences. In 2020, SUMMER SHORTS will celebrate its 25th

anniversary with its largest festival since 2011, including a five week run at the Adrienne Arsht Center for the Performing Arts Carnival Studio Theater, with 3 productions and 40 performances.

For one year only, SUMMER SHORTS returns to the original A/B 2-program format that offers theatre-lovers 14-16 shorts, in two programs with a meal served in between! Program A will feature 5-7 "All New Shorts" including commissions and submissions chosen from City Theatre's National Contest. Program B includes the "Best of the Fest", featuring 5-7 shorts and musicals selected from popular hits throughout the years. Families will enjoy the tuneful musical based on reggae star Bob Marley's music, THREE LITTLE BIRDS. The CityWrights/Industry Weekend programming brings more free activities for local, regional and national artists, audiences and visitors.

SUMMER SHORTS changed the way theatre could be produced, performed and enjoyed when it first launched in 1996, and continues today. The brevity of the works by well known and emerging playwrights, employ a diversity of theatrical styles, subjects and characters, performed by a repertory company of regional all-stars, for a rich and exciting experience for audiences and artists. The appeal of SUMMER SHORTS is a thoroughly professionally produced event, that's seasonally friendly and relaxed. Fans appreciate the fast and furious feast of bite sized comedies, dramas and musicals that amuse, provoke, surprise and satisfy any taste. For newcomers, including students and visitors, SUMMER SHORTS is a fun and entertaining experience. SUMMER SHORTS is recognized nationally by playwrights for the production quality of the festival, and the company's welcome for its visiting artists during CityWrights/Industry Weekend. The region's most talented actors, directors and designers working under City Theatre Artistic Director Margaret M. Ledford, collaborate and create in one of the largest professional productions in South Florida.

City Theatre and the Arsht marketing and press teams work closely to tell and sell the story of SUMMER SHORTS. As the first offering by the Arsht of its summer season programming it benefits from strong institutional visibility. Beginning with the regional Season of the Arts publications, press is anticipating SUMMER SHORTS 25/2020 as a source of stories and articles, including a revival of City Theatre's most popular mini-musical, Lin Manuel Miranda's 21 CHUMP STREET, after the multi-week run of HAMILTON at the Arsht. National theatre media outlets are also promising coverage leading up to and during the Festival.

Arsht sales data and Arsht/City Theatre combined marketing surveys indicate that audience members come to see SUMMER SHORTS from throughout the region, the state, the country, and from abroad. SUMMER SHORTS provides locals and visiting tourists with a prime summertime cultural option. Also this year, with more activities and performances, City Theatre will work with the Arsht and the Greater Miami

Convention and Visitors Bureau (GMCVB) to advertise and promote "staycation" opportunities for locals and visitors to enjoy all the Festival has to offer.

Ticket prices range from \$40 - \$65 with discounts for "Program A/B" buyers, groups and students, including the popular Culture Shock promotion. The production of the 25th SUMMER SHORTS in 2020 is evidence of its unwavering popularity. (Participation numbers reported previously are for SUMMER SHORTS. They do not reflect year-round attendance for all City Theatre programs, which far exceeds 40,000).

Our goal is to contract for approximately 20 - 25 rooms. National theater artists and industry leaders attending performances of SHORTS at the Arsht Center will also impact the number of hotel rooms contracted. (A July 26, 2018 article in the South Florida Business Journal indicated the Miami-Dade County hotels were less full in June, according to data released by national firm STR Inc.).

The Arsht Center and Books & Books will once again provide marketing support, as will WLRN as the leading media sponsor. We will partner with them, as well as other South Florida theaters and the South Florida Theater League, to promote June as a theater destination month locally, regionally, and statewide. Promotional advertisements will be placed in American Theatre Magazine and Dramatists Guild Magazine. Both magazines are circulated nationally.

TDC - Marketing Details

Completed - Jan 13 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Marketing Plan:

SUMMER SHORTS Festival 2020 25th Anniversary Season and City Theatre CityWrights/Industry Weekend 2020

City Theatre and the Adrienne Arsht Center Marketing and Public Relations teams work closely together to publicize and market SUMMER SHORTS. In addition, City Theatre does its own institutional outreach and buys.

Print

- 📄 2 Ads in national theatre magazines: American Theatre and The Dramatist
- 📄 Ads in Miami Herald, Sun-Sentinel, New Times, Culture Owl, Brickell Magazine
- SUMMER SHORTS post-cards to Arsht subscribers
- Select print publications with discounts through GMCVB

Radio: Targeted “wild-spot” promos on WLRN

Email Marketing - City Theatre and the Adrienne Arsht Center for the Performing Arts

📄 City Theatre will begin e-blasts in January to its list of 16,000 via enflyer with a series called Short and Sweet Briefs 25/2020, to begin promotion of SUMMER SHORTS and Bob Marley's THREE LITTLE BIRDS, the plays and artists announcements, trivia promotions with its veteran local, regional and national audiences;

📄 Arsht Center e-blasts to their dedicated email list of more than 125,000; The Arsht will also begin throughout the winter/spring with eblasts featuring online ticket promotions for SUMMER SHORTS A/B and THREE LITTLE BIRDS. This will include special promotions to HAMILTON ticket buyers. Blasts will continue into the run covering each event and special happening.

📄 E-blast exchanges with other arts and business partners including Books & Books, GMCVB, the Arts and Business Council.

Web Presence & Social Media - In addition to support from the Arsht, City Theatre employs its own Social Media staffer who has begun the 25/2020 SUMMER SHORTS campaign.

- 📄 Targeted banner ads & search engine placement: Google, Yahoo & Bing
- 📄 The City Theatre administered website and social media outlets (i.e., Facebook, Twitter, Instagram)
- 📄 The Adrienne Arsht Center for the Performing Arts website
- 📄 The South Florida Theatre League website (regional)
- 📄 Florida Professional Theatre Association website (regional)
- 📄 The Dramatists Guild website (national)
- 📄 Samuel French Publishing website (national)

NNPN - National New Play Network (national)

🏠 TCG [Theatre Communications Group] website (national & international)

🏠 Numerous networking websites for playwrights (regional & national)

🏠 Samuel French Literary Publishing House

Partnered Events:

CityWrights/Industry Weekend 2020 will be presented during the 25th SUMMER SHORTS Festival. South Florida Theatre League has agreed to include SUMMER SHORTS in its summer-long South Florida Theatre League Festival. They will include various events of our Festival on their roster of events and offer “credit” for certain City Theatre events to theatre-goers who agree to see productions at venues around South Florida for their “South Florida Theatre Passport”.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

WLRN-FM has been a media sponsor of City Theatre since 1996.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

800000

3a. How was the above estimate determined?

The total for the estimated number was provided to WLRN-FM and the marketing staff at our partner, the Adrienne Arsht Center for the Performing Arts. WOW Media Advertising is our media buyer through our contractual agreement with the Arsht.

The total list of e-blasts of the last year total about 473,000. Our own eblast list, and exchanges with Actors Playhouse, GableStage, and the Key Biscayne Community Foundation, total 75,000; the balance is from the list at the Arsht. Facebook impressions via the Arsht was just shy of 320,000.

TDC - Tourism Impact Projections

Completed - Feb 21 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

4800

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

50

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	3490	30
Out of County	1019	15
Out of State	242	5
Foreign	49	

TOTAL Projected # of Audience Attending:

4800

TOTAL Projected # Performing/Instructing:

50

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Last year's SUMMER SHORTS coincided with the Theatre Communications Group national conference, which drew more than 1000 theater industry professionals to Miami, as well as our CityWrights Industry Weekend. For 2020, "Staycations" for our 25th Anniversary celebration of SUMMER SHORTS will be heavily promoted to summer visitors, residents, and national theater professionals. As the entire program will be larger than it has been for 9 years, significantly larger audience numbers are anticipated.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	0	
Actual number of hotel room nights used last year:	0	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Downtown Miami Hilton Hotel	3 nights at the Downtown Miami Hilton Hotel.
Year 2:	Hyatt Brickell, EPIC, Alton Hotel, varied AirBnB	3 nights at the Alton; 4 nights at the Hyatt Centric; 10 nights at the EPIC; 17 nights at varied AirBnB
Year 3:	Hyatt Downtown, EPIC	28 nights at Hyatt Downtown; 17 nights at the EPIC; 6 conference rooms at the EPIC - 3 days; 1 launch party venue

Performance Venue Locations and District Numbers

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Adrienne Arsht Center for the Performing Arts
Address - venue #1	1300 Biscayne Boulevard
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	109

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		City Theatre, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration				\$0	
In-house/Salaried Personnel: Artistic		\$25,045	\$25,045		
In-house/Salaried Personnel: Technical/Production		\$11,876	\$11,876		
Contracted/Outside Artistic Fees/Services	\$4,000	\$39,208	\$43,208		
Contracted/Outside Other Fees/Services			\$0		
Marketing: ADV/PR/Printing/Publications	\$10,000	\$3,000	\$13,000	\$3,000	
Marketing: Postage/Distribution	\$500		\$500		
Marketing: Web Design/Support/Maintenance	\$500	\$500	\$1,000		
Travel: In County		\$2,240	\$2,240		
Travel: Out of County		\$194	\$194		
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	\$29,510	
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$10,118	\$10,118		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$23,162	\$23,162		
Other Expenses (Itemize Below)					
Box Office Fees		\$5,500	\$5,500		
Royalties		\$7,000	\$7,000		
Trucking/Housing/Parking		\$503	\$503		
			\$0		
			\$0		
SUBTOTALS:	\$15,000	\$128,346	\$143,346	\$32,510	
TOTAL EXPENSES (Cash plus In-Kind)	\$175,856				
GRANT REQUEST	\$15,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0		\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)		\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	City Theatre, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$87,000		61%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$10,000	\$32,190	7%
Foundation Support	\$10,000		7%
Private/Individual Support			0%
Other Private Support: Special Event Proceeds	\$7,000		5%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
State of Florida Cultural Affairs	\$5,118		4%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)				0%
Department of Cultural Affairs - Cultural Advancement	\$9,548			7%
				0%
				0%
				Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$128,666	\$32,190		10%
GRANT REQUESTED	\$15,000			
CASH REVENUES + GRANT REQUESTED	\$143,666			
TOTAL REVENUES (Cash plus In-Kind)	\$175,856	TOTAL IN-KIND %		22%

Application: Community Arts & Culture, Inc.

Community Arts and Culture . - cacblogspot@gmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000263

Last submitted: Feb 28 2020 01:59 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 5,000

Organization Name:

Community Arts & Culture, Inc.

Project Title:

22nd Afro Roots Fest Miami Beach

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 25, 2020 & May 10, 2020

Primary Event Location:

North Beach Bandshell

County Commission District - Primary Event Location:

4

Secondary Event Location:

Oak Garden

County Commission District - Secondary Event Location:

3

Project Synopsis:

Funds are requested to support technical and outside other event fees for the 22nd Afro Roots fest to be held on Saturday, April 25, 2020 at The North Beach Bandshell, and Sunday , May 10, 2020 at the Oak Garden. These events will feature performances by international Sudanese artists AlSarah and the Nubitones and Sinkane. Also featured is Johnny Dread, the Nag Champayons , Tomas Diaz and Sound Boutique.

Previous TDC Funding:

\$5,000 (18-19); \$5,000 (17-18); {End of cycle - \$5,000 (16-17)}; \$5,000 (13-14); \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11)

Other Government Funding:

Hannibal Cox, Jr. - \$15,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Community Arts & Culture, Inc.

1. State the organization's mission

The mission of Community Arts and Culture is to foster appreciation and understanding of a vast assortment of arts and cultures by educating individuals of all ages and social backgrounds through workshops, lectures and artistic performances in local communities. Community Arts and Culture strives to provide under-served areas with an outlet to participate in outreach programs and to nurture an array of local and international artists who exemplify the diversity found in the South Florida community. Furthermore, with our programs we meet our goal to present the arts as a tool for education.

2. Provide an organization history

Created in September 2002, Community Arts and Culture has provided a multitude of cultural experiences: music, dance and visual art in the form of classes, workshops, lectures, and performances to primarily underserved communities such as Little Haiti, the Village of El Portal, the Mid and North Beach areas, and Overtown Miami, FL. CAC has consisted of a yearly season that consists of at least three (3) events: A Day at The Beach Series-two events spread throughout the Fall and Spring seasons which provide a platform for established local bands and youth performers. Our longest running event, the Afro Roots World Music Festival, is entering its 22nd year of programming focused on celebrating the evolution of African Culture in our communities through music. The uniqueness of CAC's choice in artistry is deeply rooted within traditional and ancient origins as well as modern representations of music that represent the diversity of our international community. This allows us to contribute in the passing of knowledge and preservation of timeless cultures and their treasures.

In the past, we've been able to strengthen our collaborative efforts by presenting events outside of our season as with the Cultural Passport program presented by Miami-Dade County Public Schools. We have presented a variety of world music at the Joseph Caleb Auditorium as the Antilles Music show and produced a holiday show for the Community Habilitation Center and Baptist Hospital.

Roots in the Schools is a collaborative outreach program with the Grassroots Festival; its goal is to promote the creative health of our youth. CAC will be administering the Roots in the Schools programming as the collaborative efforts between Grassroots and CAC. Besides these collaborations, we continue to present our annual kid's program called Let the Children have Music and Dance, at the Little Haiti Cultural Center. Furthermore, CAC has a track record of community collaborations gaining support from many other organizations and funders such as Coconut Grove Cares the Barnyard, La Fortuna, the Urban Paradise Guild, the Village of El Portal, the City of Miami Beach, the Little Haiti Cultural Center, Moksha Arts Collective, Horace Mann Middle School, and Guitars Over Guns. These harmonious relations help us fulfill our co-presenting mission to our community.

Our organization has shown consistent growth since its inception in September 2002. Executive Director and Founder, Jose Elias, has a 21 year track record of producing festivals and events, most of which have been partially underwritten by the Miami-Dade Department of Cultural Affairs, the City of Miami Beach, Funding Arts Network, Florida Cultural Affairs, and most recently the Knight Foundation. We continue to build relationships with national sponsors such as Afro Pop Worldwide and the Broadmoor Hotel, locally we have received support from the Miami Marlins, Miami Heat, Florida National University, Miami Dade College, The Tank Brewery, and The Tonic. Our events have attracted patrons and artists from all over the world, including the countries of England, Cuba, Sweden, Colombia, Italy, Haiti, Mali, and Ghana.

In 2018, we collaborated with three different partners to present our Afro Roots Fest series. We teamed up with veteran presenters Rhythm Foundation, Miami Dade College, and the Wynwood Yard (Doral Yard). These collaborative efforts helped draw the biggest audiences in the program's history. Since establishing these collaborations, our focus has shifted on the expanded area and refined focus of Afro Roots Fest. The newly structured format brings our presentations to a broader audience by presenting at new venues in different areas of South Florida. This approach earned CAC the Miami New Times award for "Best Music Festival" in 2019. Furthermore, in respects to community impact recognition, our executive and artistic director was recognized by the Knight Foundation as a Knights Art Champion which allowed him to donate a \$10,000 gift to CAC for our 2019 season of events

3. Website:

www.communityartsandculture.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	1
b. Part-time employees:	4
c. TOTAL PAID EMPLOYEES:	5
d. Number of volunteers:	3
e. TOTAL STAFF (total paid + number of volunteers):	8

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

3rd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

22nd Afro Roots Fest

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support technical and outside other event fees for the 22nd Afro Roots fest to be held on Saturday, April 25, 2020 at The North Beach Bandshell, and Sunday , May 10, 2020 at the Oak Garden. These events will feature performances by international Sudanese artists Alsarah and the Nubitones and Sinkane. Also featured is Johnny Dread, the Nag Champayons , Tomas Diaz and Sound Boutique.

10a. Actual Project Start Date:

Apr 25 2020

10b. Actual Project End Date:

May 10 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 25, 2020 & May 10, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 63900

12. Total Project Revenues:

\$ 63900

13. Total Organization Operating Budget:

\$ 108809

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

We offer youth/students discount rates to all of our shows. Usually, we allow children 12 and under in for free to our ticketed events as well. We have no barriers preventing us from participating , we just feel that our events are so accessible already. That being said, we will be happy to participate in the program and allot at least 10 tickets for each ticketed show that we have.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

We offer senior citizens discount rates to all of our shows. We have no barriers preventing us from participating , we just feel that our events are so accessible since most of them are free already. That being said, we will be happy to participate in the program and allot at least 10 tickets for each ticketed show that we have.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	50
# of Children (Ages 6-12):	150
# of Youth (Ages 13-17):	125
# of Young Adults (Ages 18-22):	250
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	575

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	775
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	70

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

1420

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	20
# of Young Adults with Disabilities (Ages 18-22):	20
# of Adults with Disabilities (Ages 23 and above):	30

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 13 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The 22nd Afro Roots Fest Miami Beach edition is a concert presentation being held on Saturday, April 25th, 2020 at the North Beach Bandshell, located at 7275 Collins Ave. The featured performers are Alsarah and Nubatones, led by a Sudanese-born singer, songwriter, and ethnomusicologist that has brought together instrumentalists from throughout the African continent and created a one-of-kind expression that has been called "East African Retro Pop". Headlining the event will be Sinkane, a Sudanese-American musician who blends krautrock, prog rock, electronica, free jazz, and funk with Sudanese Pop. The event will also feature global music DJ sets by Miami's own DJ Le Spam and his VW Bus experience. In addition, this year we will co-present the event with the Rhythm Foundation, all of which will help to further secure the festival as a tourist destination event. Ticket prices will range from \$20 -\$25 for pre-sale to \$35 at the door.

The 22nd Afro Roots Fest Miami edition is a concert presentation being held on Sunday, May 10, 2020, at the Oak Garden, located at 791 NW 20 St, Miami. The featured performers include Cuban born Reggae legend Johnny Dread, Tomas Diaz of the Spam Allstars with his group Sound Boutique, the Afro Galactic Tropicdelic group the Nag Champayons, and DJ Lance-O of Kulcha Shok music. This event will be a co-presentation with Kulcha Shok music and will be free of charge.

In regards to marketing and audience development , we will be producing a series of free satellite events leading up to the main event called the Road to AfroRoots taking place Feb 8th and 29th, March 14th and 19th, and April 4th at various venues throughout South Florida. Our community partners for this season which include Guanabanas Island Restaurant and Bar, The Tonic, and Doral Yard which will be promoting our events through their resources. Further more we plan on hiring Prism Creative Group to provide us with additional PR and Marketing support.

Our project will be supported by various PR and marketing agents that represent both CAC and The Rhythm Foundation. Therefore, our media coverage should be extensive considering the track records of the festival and the co-presenter.

In the heart of 33141, 76 Street and Collins intersection is inhabited by a diverse population of residents, representing more than 7 different countries. This is a hot spot for tourists because it is an affordable part of Miami Beach which brings an array of visitors from all over the country and the world. Local featured artists bring out their family and friends, who may not normally visit the area or attend the

program. CACs outreach satellite workshops and partner collaborations in and with Miami Dade Public Schools feature student/amateur performances as opening acts and brings out their entire families to the event. CAC is making the arts widely accessible as we aim at engaging individuals and communities in experiencing, enjoying, participating in and valuing the arts through various means.

Event surveys will be electronic, onsite and accessible with an iPad, surveys will be sent out via survey monkey post-event to the patrons who have opted in to receive emails from our organization.

This season, internationally syndicated radio show Afro Pop Worldwide will again provide support as a media sponsor. Ocean Terrace Holdings, owners of the Broadmoor Hotel are our hotel sponsor for a fifth consecutive year. We have confirmed 20 room nights as of January 6th, 2020, information is provided in this portal.

TDC funding helps to establish this project as an annual event that brings visitors and tourism revenue to Miami/Dade county and quality cultural performing arts, accessible to all Miami Beach residents.

One year prior to event CAC identifies funding, 9 months prior to event the preferred headlining artists and themes are identified, by six months prior to the event CAC has confirmation from all artists and all logistics are solidified and planning begins for Afro Roots day of event. Our in house staff consist of Eric Vazquez, who oversees the overall strategic and operational planning for Community Arts and Culture (CAC); Jose Elias, Executive and Artistic Director who handles artist research and program curating, planning of events, and program development of of artists.

Renee Chavez provides administrative support and grant research and development, she coordinates vendor space, volunteers and artists hospitality the day of events.

Michael Mut, is our Social media strategist/coordinator & the communications director. He has coordinated our PR and Marketing for over five years.

Ryan Cacolici, Graphic Art director and designer creates all the graphics and designs for CAC events . He is responsible for developing the branding for the festival and handles all logistics when it comes to print and social media assets.

TDC - Marketing Details

Completed - Jan 6 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

For this events marketing campaign we will defer Mutcomm to handle our press release distribution as well as our social media campaigns via Facebook, Instagram, and Twitter. Mutcomm will also handle all of our monthly newsletters and eblast related to our programs starting in October. We also work with other promoters and content creators like Jason Jeffers founder of the Third Horizon Film Festival. We also have brought Ariel Hernandez to work with our promotional team. Ariel is the founder of Habana in Miami and Habana in New York. These platforms focus on the promotion of Cuban artists all over the world.

Banners and posters are printed to display at local storefronts near the event location and thousands of flyers are distributed. We also make merchandise such as stickers, t-shirts, and hats to sell or give away at our events.

Press release and individual pitch notes are sent out to over 300 South Florida media outlets (all major radio, broadcast and print, freelance writers and music bloggers) and later evaluated for effectiveness.

We will have event postings on online forums, publications, and social networking sites such as Facebook and Twitter. Through (New Times)Several strategic eblasts are sent to over 30,000 South Florida music lovers. All promotions including ticket giveaways will have our website listed,

www.communityartsandculture.org.

Some details of media outlets engaged by our efforts include:

Television = CBS4 Community Calendar, News Desk; NBC6 South Florida Today; FOX7 Deco Drive, Community Calendar, News Desk; WPLG10 Community Calendar, News Desk; UNIVISION 23 Community Calendar, News Desk; TELEMUNDO 51 Community Calendar

Print Media = MIAMI NEW TIMES, MIAMI HERALD, EL NUEVO HERALD, DIARIO LAS AMERICAS, SUN SENTINEL

Radio = WLRN 91.3 FM, WDNA 88.9 FM: PSA's , ticket giveaways and live radio interviews with artists and festival director - WLRN ,Michael Stock, Folk and Acoustic music show. WDNA, Global Gumbo Show with Majica and Mano P, interviews and event coverage via Afropop Worldwide program which is a broadcast on NPR (National Public Radio) and PRI (Public Radio International).

Web Based = New Times (Voice Media Group)Web banners, event listing will appear on homepage week of event: AROUND TOWN, SUNPOST, SUN SENTINEL, SOUL OF MIAMI, MIAMIARTZINE, REMEZCLA MIAMI newsletter sent to over 10,000, MIAMI.COM

1,000 printed flyers to be distributed at events leading up to ours.

In addition, from October 2019 through March 2020, we will be presenting a free monthly satellite event at called World Music Tuesdays. On January 24th and 25th , we will continue to present our Road to Afro Roots event in Jupiter, North Palm Beach with our partners Guanabanas and Roots Music Inc. Finally, we will be adding Road to Afro Roots events at the Doral Yard in March an at The Tonic in South Miami in February and early April 2020.

Paid promotional videos run on Facebook, Google Ads, Atlantic Broadband, and Comcast.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Afropop Worldwide, an international radio program broadcast by Public Radio International will be covering the event, conducting interviews with the artists and broadcasting portions of the event. The program is broadcast on 100 stations in the United States, Europe and Africa and is also accessible online.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

500000

3a. How was the above estimate determined?

The above estimate was determined by potential radio listeners to WDNA both locally and on the web as well as the over 100 radio stations that carry the Afropop Worldwide radio show in the US alone. This estimate could be conservative due to the greater reach that the nationally syndicated radio show has all over the world.

TDC - Tourism Impact Projections

Completed - Jan 6 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

1350

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

70

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	1000	50
Out of County	200	5
Out of State	100	8
Foreign	50	7

TOTAL Projected # of Audience Attending:

1350

TOTAL Projected # Performing/Instructing:

70

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

We will promote overnight lodging on our website and in all of our social media handles through a link on [Booking.com](https://www.booking.com). We will also mention it in our monthly newsletter starting in February. Furthermore, we will mention it at our satellite events leading up the April 25th show.

Our Hotel Sponsor is the Broadmoor Hotel. At the time of this writing, 20 room nights are set aside on courtesy block. This figure was estimated based on the amount of nights we have to set aside for artists and patrons who have requested rooms due to the proximity of the hotel to the venue where the event will take place.

We are keeping a conservative estimate based on last year's numbers as well.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	20	
# of hotel room nights anticipated to be booked:	20	
Actual number of hotel room nights used last year:	25	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	20

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Broadmoor Hotel	25
Year 2:	Broadmoor Hotel	25
Year 3:	Days Inn Hotel Residency Inn by Marriott	40

Performance Venue Locations and District Numbers

Completed - Jan 13 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	North Beach Bandshell
Address - venue #1	7275 Collins Avenue
City - venue #1	Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33141
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	4
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	Oak Garden
Address - venue #2	791 NW 20 St.
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33127
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	3
MUNICIPALITY CODES - venue #2	01 Miami

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Community Arts and Culture, Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$3,000	\$3,000	\$10,000	
In-house/Salaried Personnel: Artistic			\$0		
In-house/Salaried Personnel: Technical/Production	\$2,000	\$2,000	\$4,000		
Contracted/Outside Artistic Fees/Services		\$15,000	\$15,000		
Contracted/Outside Other Fees/Services	\$10,000	\$5,000	\$15,000		
Marketing: ADV/PR/Printing/Publications		\$5,000	\$5,000		
Marketing: Postage/Distribution			\$0		
Marketing: Web Design/Support/Maintenance			\$0		
Travel: In County		\$2,200	\$2,200		
Travel: Out of County		\$4,500	\$4,500		
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.	\$2,500		\$2,500		
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.			\$0		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials			\$0		
Other Expenses (Itemize Below)					
Security	\$500		\$500		
Hospitality		\$200	\$200		
			\$0		
			\$0		
			\$0		
SUBTOTALS:	\$15,000	\$38,900	\$53,900	\$10,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$63,900				
GRANT REQUEST	\$15,000				
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0				
Total Projected Administrative Expenses (Cash plus In-Kind)	\$13,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Community Arts and Culture, Inc		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$5,974		11%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support		\$10,000	0%
Foundation Support			0%
Private/Individual Support			0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
			0%
			0%
Government Grants: Local (Itemize below)			0%
Miami Beach Cultural Affairs	\$17,638		33%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$288		1%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)				0%
HCJ	\$15,000			28%
				0%
				0%
				Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$38,900	\$10,000		28%
GRANT REQUESTED	\$15,000			
CASH REVENUES + GRANT REQUESTED	\$53,900			
TOTAL REVENUES (Cash plus In-Kind)	\$63,900	TOTAL IN-KIND %		19%

Application: Creation Art Center Corp.

Eriberto Jimenez - contact@creationartcentermiami.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000262

Last submitted: Mar 25 2020 09:30 PM (EDT)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 5,000

Organization Name:

Creation Art Center Corp.

Project Title:

Creation Art Center Cultural Activities

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 4 - 17, May 15 - 16 - 29 - 30, June 16 - 17 -20 - 27.

Primary Event Location:

Miami Hispanic Cultural Arts Center

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to promote Creation Art Center Cultural Activities, presented at the Miami Hispanic Cultural Arts Center, the historical JW Warner House located in 111 SW 5 Ave., which will include;

- (2) Art Exhibits 4/4 to 5/16 and 5/23 to 6/27 open every day to the public
- (3) Literary Fridays 4/17, 5/15, 6/19

Alma del Tango, concert 5/20
Homage to Jose Marti 5/29 & 30

Previous TDC Funding:

\$5,000 (18-19); \$5,000 (17-18); \$5,000 (16-17); \$5,000 (15-16); {End of cycle - \$5,000 (14-15)}; \$5,000 (13-14); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10)

Other Government Funding:

State of Florida General Support -\$10, 383

Hannibal Cox, Jr. - \$23.520

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 26 2020

TDC Grant Program

Organization Name:

Creation Art Center Corp.

1. State the organization's mission

Creation Art Center’s mission is to preserve and promote the Hispanic culture in the Miami Dade County, to provide quality arts programming and education for the local community and visitors; and to support Hispanic artists in South Florida.

2. Provide an organization history

Creation Art Center (CAC) was established in 1983, as a non for profit organization dedicated to preserve and promote the Hispanic culture in the Miami Dade County, More than 35 years of experience have earned the CAC trust and recognition, placing the organization in a unique position to offer the community a wide-range of activities.

Since December 2012, CAC has had a permanent home at the Miami Hispanic Cultural Arts Center (MHCAC). This beautiful new center resides in the J.W. Warner House, listed on the National Register of Historic Places. It is centrally located between the Miami River, Downtown and Brickell, easily accessible to the Miami residents and visitors. Open every day to the public, the Center produces over 60 events a year most of them free of charge.

CAC targets both residents and visitors to Miami-Dade County providing quality arts programs and is committed to making its work accessible through community outreach and education for youth and adults, serving the large elderly population that resides in the Hispanic neighboring area, providing them the opportunity to participate and to attend to all cultural activities.

CAC has demonstrated commitment to creating theatrical interpretations of the classic repertoire and

presenting the work of emerging and established playwrights. The organization offers an annual season of Theater Productions, Play-readings, Poem Readings, Workshops, Literary Encounters, and Book Presentations, which are presented in Spanish. These activities are open to the public and anyone interested in learning about Hispanic Theater and Culture. CAC seeks an integration of cultural genres, in an effort to broaden its appeal to the non-Spanish speaking community, while maintaining its commitment to support Hispanic artists, CAC also offer Concerts, Musical recitals and Art Exhibitions that do not require spoken capabilities. The programs include art exhibits featuring local and visiting visual artists from Latin America, the Caribbean and Europe, as well as a permanent exhibit of the history of this Historical Landmark, the J.W. Warner House.

CAC also supports numerous Hispanic organizations in the development of their work by providing guidance and in-kind support. The large Hispanic community in Miami-Dade County is diverse and there is a great demand for Hispanic cultural activities that help preserve the art, language and respected theater traditions.

Now on it's 8th season, "Literary Encounters" are scheduled to take place on the third Friday of each month, conducted by Miami Herald's writer and reviewer Luis de la Paz. "Viernes de Tertulia" is a probing retrospective of creativity and artistic individuality where different artists from different artistic backgrounds are invited providing an intimate look into their creative how's and Why's, featuring renowned painters, actors, singers, art reviewers, dancers, directors, etc, whom will be interviewed by the host so they can share with the audience their professional careers and experiences.

Conferences and Book presentations are also part of CAC's programs. During the months of June and December, CAC hosts the Festival de Arte y Literatura Independiente de Miami" VISTA", in collaboration with Neo Club Press, now in it's 10th edition.

Since 2012 CAC has presented over 40 concerts, featuring a wide range of musical styles by musicians and vocal interpreters, where the audience is given the opportunity to experience the artists in an intimate up close setting.

Art exhibits are selected by a local, national and international team of curators, since 2012 CAC's Art Gallery has exhibited works by over 200 artists and has collaborated with Alexandra's Art 954, FV Comtemporary Art Gallery, Kendall Art Gallery, Oaxaca Cultural Institute from Mexico, Rome-Paris-NewYork Art, among others.

In 2016 the center unveiled the sculpture "Balance" created by Cuban artist Pedro Avila Gendis, valued at \$70,000, donated by Mr. Julio V. Diaz. In collaboration with Grace Arts Fl. in 2017 the Mural "Relevé", was created by Argentinean artist Martin Ron and on 2018 "Ballerinas" by Puerto Rican artist Ismo, both murals and sculpture are on permanent display at the gardens of the MHCAC.

The mural installed in the Miami Hispanic Cultural Arts Center Gardens, sized 10x40 feet, has been

specially created for the Center. The artist, considered one of the most recognized muralist in the world, whom was inspired by the legacy of Hispanic arts programming of the Center, was invited to be part of a multi-city mural revitalization called Project Coat by Grace Arts Fl.

3. Website:

www.creationartcenter.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	1
b. Part-time employees:	2
c. TOTAL PAID EMPLOYEES:	3
d. Number of volunteers:	5
e. TOTAL STAFF (total paid + number of volunteers):	8

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division A: \$50,000 or less (max. request of \$5,000)

8a. Grant Amount Requested:

\$ 5000

9. Project Title:

Creation Art Center Cultural Activities

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant funds are requested to promote Creation Art Center Cultural Activities, presented at the Miami Hispanic Cultural Arts Center, the historical JW Warner House located in 111 SW 5 Ave., which will include;

(2) Art Exhibits 4/4 to 5/16 and 5/23 to 6/27 open every day to the public

(3) Literary Fridays 4/17, 5/15, 6/19

Alma del Tango, concert 5/20

Homage to Jose Marti 5/29 & 30

10a. Actual Project Start Date:

Apr 4 2020

10b. Actual Project End Date:

Jun 27 2021

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 4 - 17, May 15 - 16 - 29 - 30, June 16 - 17 -20 - 27.

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 58403

12. Total Project Revenues:

\$ 58403

13. Total Organization Operating Budget:

\$ 198903

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

Creation Art Center (CAC) does not currently participate in this program. Most of the CAC activities are free of charge to the general public. Most of the events are posted on the Culture Shock calendar.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

Creation Art Center (CAC) does not currently participate in this program. Most of the CAC activities are free of charge to the general public. The organization relies on the admissions of the few paid events it hosts each year offered at a low price to support its activities.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	5
# of Children (Ages 6-12):	25
# of Youth (Ages 13-17):	35
# of Young Adults (Ages 18-22):	55
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	120

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	1355
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	25

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

1500

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	5
# of Young Adults with Disabilities (Ages 18-22):	10
# of Adults with Disabilities (Ages 23 and above):	40

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 26 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Creation Art Center (CAC) "Cultural Activities" Project, besides bringing back to life the Latin cultural heritage, promotes local and visiting artists improving and increasing the development of the arts and tourism in our community. Since December 2012, Creation Art Center has had a permanent home at the Miami Hispanic Cultural Arts Center (MHCAC). This beautiful new center resides in the J.W. Warner House, listed on the National Register of Historic Places. It is centrally located between the Miami River,

Downtown and Brickell, easily accessible and an attraction to the Miami community, tourists and visitors. Open every day to the public, the Center produces over 60 events a year most of them free of charge.

Approximately 1500 residents and visitors will participate in the activities programmed by CAC during this quarter, which includes;

a) 3 Literary Encounters "Viernes de Tertulia" (free of charge) on it's 8th season, scheduled to take place on the third Friday of each month conducted by Miami Herald's writer and reviewer Luis de la Paz. "Viernes de Tertulia" is a probing retrospective of creativity and artistic individuality where different artists from different artistic backgrounds are invited to provide an intimate look into their creative How's and Why's. (4/17 Cuban poet and writer Franky de Varona, 5/15 Cuban writer Carlos Alberto Montaner, 6/19 Cuban writer Reynaldo Garcia Ramos/2020 including other artists and activities related to the 40th anniversary of the Mariel Exodus)

b. Art Exhibits 1) "Arrecifes" celebrating the Earth Day month, featuring Colombian artist Mauricio Rocha, one of the few artist in the world that uses a special technique to do underwater painting, landscapes are currently the central axis of his new pictorial work, using a technique that allows him to dive into the sea and paint live underwater scenes with a previously waterproofed canvas, oil and spatula. 4/4 through 5/6 /2020

2) "Virgins" a collective exhibition of religious art representing the different avocations of the Virgin Mary. 5/13 through 6/11 / 2020.

c. Concert "Alma del Tango", featuring Argentinean singers Carolina Longo and Cristina Longo. Tango music is a distinctive style of music that originated in late 18th and 19th century among the European immigrants to Argentina characterized with frequent use of accented notes, nostalgic lyrics. June 20 / 2020.

d. "Homage to Jose Marti" a theater production that will include excerpts from different poems by Jose Marti, a Cuban poet and essayist, patriot and martyr, who became the symbol of Cuba's struggle for independence from Spain. May 29 - 30

Miami is a crossroads of the Americas, visitors come from all over the world to experience the full breath of culture that Latin America has to offer. CAC's focus on Hispanic art, music and theater is a major draw for visitors who wish to see the true expression of Latin American culture. Our sponsor, the Sea Coast Suites, has reserved 10 rooms for a minimum of 4 nights each, for a total of 40 room nights, last year 43 rooms were used. The admission for ticketed programs is \$25.

The marketing strategy includes press releases, PSAs, on-air interviews, print advertisement, and email blasts. Press kits are distributed to newspapers and tourist publications throughout South Florida; print media includes postcards, flyers, and posters. CAC has several media partners: Univisión Radio 1140AM, AMOR 107.5, Radio Mambi 710AM, Mix 98.3. Television media partners include Univisión 23 and Unimas. TDC funds will be used to promote CAC programs and include broadcast media as well as print media. With TDC support, CAC continues to promote Miami as a cultural destination of the Americas

TDC - Marketing Details

Completed - Dec 27 2019

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

In order to generate tourism and to attract local and visiting audience, Creation Art Center uses different media outlets to promote its programs.

- (1) TV PSA announcements and on air interviews on Univision 23, Unimas, America TeVe 41, Estrella TV channel 8, Canal Sur
- (2) Radio announcements and on air interviews Amor 107.5, WQBA 1140 AM, Radio Mambi WAQI 710 AM, Mix 98.3.
- (3) Press releases, newspapers and magazine ads and Calendars will be placed on (El Nuevo Herald, Diario Las Americas, New Times, Community Newspapers);
- (4) Over 5000 Flyers, posters, banners.
- (5) Social Networks are used to reach a younger audience through event postings on Facebook pages; Creation Art Center (867 Followers) and Miami Hispanic Cultural Arts Center (2980 Followers), Instagram, and Twitter;
- (6) Direct Mail includes postcards to target groups such as: Corporations, Business & associations, Hotels, Arts Programs Schools and Universities, Local Churches, and Synagogues.
- (7) E-mail blasts will be send using our partner organizations e-mail lists, Constant Contact as well as our e-mail list of over 6.000 contacts.

Our new and updated website, www.creationartcenter.org will be the new face of Creation Art Center, providing visitors with a comprehensive look at what our programming has to offer, in addition to offering information on current and upcoming productions, presentations, and activities.

By using all these media outlets Creation Art Center will reach a wider, more demographically diverse audience and promote its programs to an ever-expanding number residents and visitors.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Creation Art Center TV and Radio sponsors includes: Univision 23, Unimas, America TeVe 41, Estrella TV channel 8, Canal Sur. Univision Radio, Amor 107.5, WQBA 1140 AM, Radio Mambi WAQI 710 AM, Mix 98.3.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

250000

3a. How was the above estimate determined?

The Creation Art Center estimate was determined by aggregating the average audience of our TV and Radio partners. We also included in this estimation the number of visitors that would have access to our published media, social media, well as e-mail blasts to our contacts and our sponsors contact lists

TDC - Tourism Impact Projections

Completed - Feb 26 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

1475

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

25

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	900	13
Out of County	425	5
Out of State	100	3
Foreign	50	4

TOTAL Projected # of Audience Attending:

1475

TOTAL Projected # Performing/Instructing:

25

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Creation Art Center (CAC) Sponsor hotel the Sea Coast Suites in Miami Beach has reserved 10 rooms for 4 nights, a total of 40 room nights for performers and participants of this project. We arrive to this figure based on our programmed activities as well as bookings on prior years. Last year 43 room nights were used by this event. Past experiences indicate that guests tend to stay in the area for an average of one week after the events.

In our digital and printed promotional materials the logos of our partnering hotels are displayed, more over this year CAC starting to advertise on the Welcome Channel which transmits our events throughout Dade County hotels.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	40	
# of hotel room nights anticipated to be booked:		
Actual number of hotel room nights used last year:	43	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	
Courtesy Room Blocks:	40

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions)*:

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Sea Coast Suites	43
Year 2:	Sea Coast Suites	45
Year 3:	Sea Coast Suites	43

Performance Venue Locations and District Numbers

Completed - Dec 29 2019

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Miami Hispanic Cultural Arts Center
Address - venue #1	111 SW 5 Ave.
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33130
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

Projected Expenses and Revenues

Completed - Dec 30 2019

Enter the expenses and revenues information in the Projected Expenses and Revenues template. [Click here to download the Project Expenses and Revenues Template.](#)

INSTRUCTIONS:

1. Click the link above to download the Projected Expenses and Revenues template.
2. Complete BOTH the "EXPENSES" and "REVENUES" tabs (tab labels are found at the bottom of the page).
3. Save the completed budget as an EXCEL file and UPLOAD it to this form. Keep a copy for your files.

To upload a file:

1. Click "Show Accepted Formats" to check file formats allowed on the page
2. Click ATTACH FILE
3. Select the file from your computer hard drive

Once file is uploaded to the form, users have the option to EDIT, PREVIEW, REMOVE or DOWNLOAD by clicking the ellipsis [...] on the upper right hand side of the file. For questions, please contact your Grants Administrator.

[CAC TDC 2019-20 Projected_Budget_2](#)

Filename: CAC_TDC_2019-20_Projected_Budget_2.5_IDIAJIO.xlsx Size: 20.8 kB

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Creation Art Center Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$7,500	\$7,500	\$2,500	
In-house/Salaried Personnel: Artistic		\$3,000	\$3,000		
In-house/Salaried Personnel: Technical/Production		\$2,500	\$2,500		
Contracted/Outside Artistic Fees/Services		\$2,500	\$2,500		
Contracted/Outside Other Fees/Services		\$4,500	\$4,500		
Marketing: ADV/PR/Printing/Publications	\$5,000	\$6,500	\$11,500	\$7,500	
Marketing: Postage/Distribution		\$750	\$750		
Marketing: Web Design/Support/Maintenance		\$1,500	\$1,500		
Travel: In County		\$1,000	\$1,000		
Travel: Out of County		\$3,500	\$3,500		
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.		\$3,000	\$3,000		
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$1,500	\$1,500		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$3,153	\$3,153		
Other Expenses (Itemize Below)					
Costumes		\$1,500	\$1,500		
Scenery		\$1,000	\$1,000		
			\$0		
			\$0		
SUBTOTALS:	\$5,000	\$43,403	\$48,403	\$10,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$58,403				
GRANT REQUEST	\$5,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0		\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)		\$10,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Creation Art Center Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$2,500		5%
Memberships			0%
Tuitions/Enrollment Fees	\$1,500		3%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$4,000	\$7,500	8%
Foundation Support			0%
Private/Individual Support	\$1,500	\$2,500	3%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
State of Florida General support	\$10,383		21%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Hannibal Cox Jr.	\$23,520		49%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$43,403	\$10,000	10%
GRANT REQUESTED	\$5,000		
CASH REVENUES + GRANT REQUESTED	\$48,403		
TOTAL REVENUES (Cash plus In-Kind)	\$58,403	TOTAL IN-KIND %	21%

Application: Cuban Classical Ballet of Miami Inc.

Eriberto Jimenez - contact@cubanclassicalballetofmiami.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000261

Last submitted: Mar 25 2020 09:33 PM (EDT)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 5,000

Organization Name:

Cuban Classical Ballet of Miami Inc.

Project Title:

Cuban Classical Ballet of Miami Annual Summer Performance "Don Quixote" Suite

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

June 6, 2020

Primary Event Location:

Miami Dade County Auditorium

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to promote the Cuban Classical Ballet of Miami Annual Summer Performance presenting "Don Quijote" Suite, at the Miami Dade County Auditorium on Saturday, June 6 / 2020. Featuring Cuban principal dancers Marize Fumero and Arionel Vargas, next to CCBM soloists and corps de ballet. The program will also include "Bayadere" pas de deux and "Yerma".

Previous TDC Funding:

\$5,000 (18-19); \$5,000 (17-18); \$5,000 (16-17); {End of cycle - \$5,000 (15-16)}; \$5,000 (13-14); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10)

Other Government Funding:

State of Florida General Program - \$9,302
Hannibal Cox, Jr. - \$30,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Cuban Classical Ballet of Miami Inc.

1. State the organization's mission

The Cuban Classical Ballet of Miami's mission is to promote and preserve the tradition of the Cuban Classical School of Ballet outside of Cuba, to develop future career classical dancers, to showcase recently exiled Cuban principal dancers and those already dancing in the United States and abroad, as well as other Latin American rising stars, and to ensure that the organization achieves an international reputation as one of the preeminent ballet companies in America.

2. Provide an organization history

The Cuban Classical Ballet of Miami (CCBM) was founded in 2006 by Pedro Pablo Pena, Director of the International Ballet Festival of Miami. CCBM is solely dedicated to performing and preserving the classical ballet repertoire as exemplified by the Cuban ballet tradition. CCBM is the only dance company in South Florida dedicated to the classical ballet repertoire focusing on the legacy of the Cuban Ballet.

Famous for its artistic virtuosity and technical brilliance, the Cuban Ballet School has trained some of the most well-known dancers of today and the late 20th century, and has created a technique that is unmatched in modern day classical ballet. One of CCBM's goals is to establish a permanent classical ballet company and school that will preserve and further the tradition of the Cuban Classical School of ballet outside of Cuba.

Many exiled Cuban dancers have performed with CCBM and have gone on to prestigious dance companies around the US and abroad. Notable examples include Miguel Angel Blanco at Joffrey Ballet of Chicago, Hayna Gutierrez at the Alberta Ballet of Canada, Jordan Elizabeth Long presently at Miami City Ballet, formally the Dutch National Ballet, Netherlands, Arianne Martin at the Arizona Ballet, and others. A great pride of our organization is that these dancers, though they have gone on with their careers, return to dance for our company year after year - a testament to the lifelong relationships that are forged with the talented dancers that we are fortunate to have passed through our doors.

CCBM's repertoire includes; full-length Ballet productions - "Swan Lake," "Giselle," "The Nutcracker," "Le Corsaire," "Carmen", "La Fille mal Gardee" and "Don Quixote;" SUITES - "La Bayadère, "Raymonda," "Paquita," "Majisimo," "Don Quixote", "Le Corsaire", "Carnival de Venice;" "La Vivandière". BALLETS - "L'Après-midi d'un Faune", "Les Sylphides," "Spectre de la Rose", "Cleopatra", "Fire Bird", "Carnaval", "Scheherezade", "Les Biches", "The Fairy Doll", "Dying Swan;" and PAS DE DEUX - "Flames de Paris", "Pas Classique", "Esmeralda", "Paquita," "Satanella," "Harlequinade," "Sleeping Beauty," " Flower Festival", "Diana and Acteon", "Giselle", among others, as well as new works by artistic director and resident ballet master and choreographer Eriberto Jimenez such as; "Habaneras", "Lecuona Suite", "Dawn of the Last Day", "Bolero Suite", "Yerma", among others.

Since December 2012, CCBM and its dance school have had a permanent home at the Miami Hispanic Cultural Arts Center in the heart of Little Havana. The 1911 J. W. Warner House is one of Miami's oldest buildings, and is included in the National Register of Historic Places.

CCBM has performed at several venues throughout Broward and Miami Dade Counties, including; Coral Springs Performing Arts Center, Amaturio Theater @ Broward Center for the Performing Arts, Manuel Arttime Theater, Lehman Theater Miami Dade College North Campus, Chapman Conference Center at Miami Dade College Wolfson Campus, Colony Theater, Olympia Theater, Fillmore Miami Beach at Jackie Gleason Theater and Miami Dade County Auditorium. The company has participated at the International Ballet Festival of Miami, Festival Puerta de Oro in Colombia, Iberoamerica Danza in Mexico, Gala de Estrellas in Dominican Republic, Ravelo Festival in Italy and the Gala Performance "Spanish Classical Nights" at the Escorial in Madrid, Spain.

Reviews

"The Cuban Classical Ballet of Miami gave us a passionate and professional performance", Jordan Levin from the Miami Herald.

"All (dancers) were careful in their characterizations, not losing their characters in the exercise of maintaining technique...amen to those that rehearsed them. Baltasar Martin for Newsweek en Español who wrote of the 2014 production of Classic Russian Ballets of Sergei Diaghilev.

"Giselle, another triumph for the Cuban Classical Ballet of Miami, the Cuban dancers showed that the great expectations created by the news of their arrival in Miami were not unfounded". Baltasar Marting, Diario Las Americas

"The long-awaited annual Gala with guest stars of the Cuban Classical Ballet of Miami directed by Pedro Pablo Peña, took place last Saturday at the Miami-Dade County Auditorium to a crowded public interested in enjoying a night of "Cuban ballet" as only this company knows how to organize in Miami". Orlando Taquechel from El Nuevo Herald.

“Local dancers of various strengths and capabilities shared the stage and united to form a cohesive and committed battalion of ghostly broken-hearted spirits, commendations should be given to the coaching of the corps of Willis”, Cameron Basden from Miamiartzine.

“Ovations to the Cuban ballet of Miami, a function that demonstrates the tradition of the legendary Cuban ballet”, Patricia Aulestia from Ecuador News.

3. Website:

www.cubanclassicalballetofmiami.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	1
b. Part-time employees:	3
c. TOTAL PAID EMPLOYEES:	4
d. Number of volunteers:	4
e. TOTAL STAFF (total paid + number of volunteers):	8

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

4th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

Cuban Classical Ballet of Miami Annual Summer Performance "Don Quixote" Suite

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant funds are requested to promote the Cuban Classical Ballet of Miami Annual Summer Performance presenting "Don Quijote" Suite, at the Miami Dade County Auditorium on Saturday, June 6 / 2020. Featuring Cuban principal dancers Marize Fumero and Arionel Vargas, next to CCBM soloists and corps de ballet. The program will also include "Bayadere" pas de deux and "Yerma".

10a. Actual Project Start Date:

Jun 6 2020

10b. Actual Project End Date:

Jun 6 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

June 6, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 189802

12. Total Project Revenues:

\$ 189802

13. Total Organization Operating Budget:

\$ 327912

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

Cuban Classical Ballet of Miami (CCBM) plans to continue to donate tickets for ticketed performances during the 2019-20 season as it has in the past several years for the Culture Shock program. Some of the CCBM's events are free of charge for MDC students and our tickets are priced within a reasonable range (\$25-\$65) to try to make programming as accessible to as a broad a segment of the community as possible. CCBM will donate 20 tickets for each of the performances at the Miami Dade County Auditorium and Colony Theater.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

As every year Cuban Classical Ballet of Miami will engage an active participation in the Golden Ticket initiative, for the upcoming season, with 20 tickets to each of the CCBM performances at the Miami Dade County Auditorium and Colony Theater. Some of the CCBM's events are priced within a reasonable range (\$25-\$65) to try to make programming as accessible to as a broad a segment of the community as possible.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	20
# of Children (Ages 6-12):	60
# of Youth (Ages 13-17):	100
# of Young Adults (Ages 18-22):	100
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	280

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	1680
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	40

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

2000

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	5
# of Young Adults with Disabilities (Ages 18-22):	10
# of Adults with Disabilities (Ages 23 and above):	50

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 25 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Cuban Classical Ballet of Miami Annual Summer Performance will present “Don Quixote” suite, based on the novel “El ingenioso hidalgo Don Quijote de la Mancha”, the magnum opus of the Spanish writer Miguel de Cervantes Saavedra, published in two parts in 1605 and 1615, cleverly parodying the medieval romance while also taking advantage of the continued popularity of the genre, telling the story of an old man who has lost his grip on reality through reading too many tales of chivalry. As a knight errant, he goes out into the wide world, dreaming of a realm of law and justice, but thus dooming himself to be disappointed, ridiculed, and swindled. Featuring Cuban principal dancers Marize Fumero and Arionel Vargas, next to CCBM soloists and corps de ballet. The program will also include “Esmeralda Pas de Six”, inspired by Victor Hugo’s novel ‘Notre-Dame de Paris’ featuring guest dancers Gretel Batista and Ihosvany Rodriguez, and original choreography “Yerma” based on a tragic poem by Spanish dramatist Federico García Lorca that tells the story of a childless woman living in rural Spain. Her desperate desire for motherhood becomes an obsession that eventually drives her to commit a horrific crime.

The performance will be presented on June 6 / 2020 at the Miami Dade County Auditorium and Tickets will range from \$35 -\$65 with discounts for senior citizens and students, expecting an audience attendance of 2,000.

In terms of marketing, CCBM will focus on a campaign that includes a series of press releases, Radio and TV PSAs and commercials, on-air interviews, print ads, email blasts, on-line press and social media on our Facebook, Twitter, Instagram. Press kits will be distributed to the Miami Herald/El Nuevo Herald, New Times, Diario Las Américas, Miami Today, Community Newspapers and local magazines and international coverage with publication such as El Pais (Spain), Ballet 2000 (Italy France England Germany) Ecuador News (Latin America, Los Angeles, New York). TV and Radio sponsors include; Univisión 23, Unimas, America TeVe 41, CBS4 WFOR, MY33 WBFS-TV, WQBA 1140 AM, Amor 107.5 FM, Radio Mambi WAQI 710AM, 89.7 FM, WLRN, among others.

TDC funds will help CCBM to develop an aggressive marketing campaign to attract the audience, from both local and abroad. Our goal is to reach all lovers of ballet and Latin Culture, presenting a unique powerful performance.

CCBM sponsor hotel, the Seacoast Suites, has 10 rooms for six nights reserved for the June Annual Performance, for a total of 60 room nights.

TDC - Marketing Details

Completed - Feb 25 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Cuban Classical Ballet of Miami's marketing strategy goals include: to build awareness locally, regionally and internationally of its Ballet productions; to attract not only a Hispanic audience, but also Non-Hispanic audiences and youth; and to further develop CCBM's image as a high quality classical ballet company. The company will use various marketing channels to achieve these goals:

1) TV and Radio: Our approach with sponsors of local television and radio stations in English and Spanish includes 15 and 30 seconds/spots of Public Service Announcements (PSA) and commercials 15 days to 1 month in advance of performances depending on the media, interviews, ticket giveaways and listing the performance programs on their online web sites calendar. Univisión 23, Unimas, Telemundo, America TeVe 41, Estrella TV, CBS4 WFOR, MY33 WBFS-TV, WQBA 1140 AM, Amor 107.5 FM, Radio Mambi WAQI 710AM, 89.7 FM, WLRN, among others.

2) Print ads will be placed in local newspapers such as The Miami Herald, El Nuevo Herald, Diario Las Americas, New Times, Community News Papers and local magazines such as Culture Owl, Brickel and Selecta. In addition, the ballet productions will be promoted in national and international magazines: Miami Art Guide Magazine, Culture Owl Magazine, Selecta Magazine, Dance Magazine (Florida), DanzaHoy (Latin America), Ecuador News (Latin America and NY), Ballet2000 (England, Germany, France) and Balleto Oggi (Italy).

3) More than 5,000 postcards, brochures and posters will be printed and distributed to theaters, hotels, commercial outlets, libraries, dance schools and colleges located in Miami-Dade and Broward Counties.

4) Social Networking website - CCBM uses: Facebook (2937 Follows), Instagram and Twitter to create awareness of its productions; YouTube promotes the video of its ballet rehearsals with comments of principal dancers. Internet users will have access to the CCBM's website to get information about its 2019-2020 season, and they will be able to buy tickets on line at www.cubanclassicalballetofmiami.org.

5) South Florida's Websites - a variety of sites that feature information and reviews about the cultural life in Miami-Dade County are be a great opportunity to advertise the company's ballet productions. Some of

the local sites are ArtCircuits, Miami Beach Cultural Arts Events, GMCVB Events & Calendar, Welcome/ Bienvenidos, Culture Owl, Community Newspapers, Organiste and South Florida's Cultural Arts Events calendars.

6) Email marketing - This can be an effective way to promote the sales of tickets for ballet performances. CCBM will send blasts using several companies that promote cultural events, (i.e., Constant Contact, Eventbrite), also with participating theaters and partnering organization's email lists, as well as our e-mails list of 6,000 contacts.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

CCBM has established media partners and in exchange reciprocates with logos in all our publicity and ads in our programs creating a symbiotic relationship.

CCBM has a very strong relationship with the local Hispanic media and some of its sponsors include: Univisión 23, Unimas, Telemundo 51America TeVe 41, Estrella TV, Canal Sur, WBFS-TV, WQBA 1140 AM, Amor 107.5 FM, Radio Mambi WAQI 710AM, WLRN, among others.

In addition, advertisements for the presentations will be placed in CBS4 WFOR-TV, My33 WBFS, NPR WLRN 91.3FM, and the Welcome channel. The TV and radio's spots and public service announcements will be placed in South Florida for a period of two weeks before the performances.

Paid newspaper and magazine advertising that will accompany an editorial highlighting our organization.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

500000

3a. How was the above estimate determined?

Cuban Classical Ballet of Miami audience reach estimate was determined by aggregating the average audience of our TV and Radio partners, in addition to CCBM's social media as well as e-mail blasts to our contacts and our sponsors contact lists. We also included in this estimation the number of visitors that would have access to our published media.

TDC - Tourism Impact Projections

Completed - Feb 26 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

1960

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

40

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	1210	20
Out of County	460	14
Out of State	240	6
Foreign	50	0

TOTAL Projected # of Audience Attending:

1960

TOTAL Projected # Performing/Instructing:

40

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

CCBM sponsor hotel Seacoast Suites has blocked 10 rooms for 6 nights, for a total of 60 room nights for the week of June 2 through the 7 / 2020, we arrive to this figure based on prior years. The room nights have been reserved for the visiting artists. A total of 70 room nights were used last year during the same event, our inquiries have noted that visitors travel with friends or family and have a propensity to extend their stays a few days after the performance, demonstrating the residual tourism benefit that the CCBM provides to Miami-Dade County, even after its activities have concluded.

In our digital and printed promotional materials the logos of our partnering hotels are displayed, more over this year Cuban Classical Ballet of Miami starting to advertise on the Welcome Channel which transmits our events throughout Dade County hotels

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	60	
# of hotel room nights anticipated to be booked:	60	
Actual number of hotel room nights used last year:	70	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	
Courtesy Room Blocks:	60

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Sea Coast Suites	60
Year 2:	Sea Coast Suites	70
Year 3:	Sea Coast Suites	72

Performance Venue Locations and District Numbers

Completed - Dec 21 2019

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Miami Dade County Auditorium
Address - venue #1	2901 W Flagler St
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33135
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Cuban Classical Ballet of Miami Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$12,000	\$12,000	\$10,000	
In-house/Salaried Personnel: Artistic		\$8,500	\$8,500		
In-house/Salaried Personnel: Technical/Production		\$11,500	\$11,500		
Contracted/Outside Artistic Fees/Services		\$24,500	\$24,500		
Contracted/Outside Other Fees/Services		\$18,802	\$18,802		
Marketing: ADV/PR/Printing/Publications	\$15,000	\$19,000	\$34,000	\$23,000	
Marketing: Postage/Distribution		\$1,500	\$1,500		
Marketing: Web Design/Support/Maintenance		\$2,000	\$2,000		
Travel: In County		\$2,500	\$2,500	\$1,000	
Travel: Out of County		\$4,000	\$4,000	\$1,000	
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.		\$11,000	\$11,000		
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$1,500	\$1,500		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$4,500	\$4,500		
Other Expenses (Itemize Below)					
Costumes and Scenery		\$14,500	\$14,500		
Video & Photo		\$2,000	\$2,000		
			\$0		
			\$0		
			\$0		
SUBTOTALS:	\$15,000	\$139,802	\$154,802	\$35,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$189,802				
GRANT REQUEST	\$15,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$22,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Cuban Classical Ballet of Miami Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$50,000		32%
Memberships	\$3,500		2%
Tuitions/Enrollment Fees	\$12,000		8%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$20,000	\$25,000	13%
Foundation Support			0%
Private/Individual Support	\$15,000	\$10,000	10%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
State of Florida General Program	\$9,302		6%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Hannibal Cox Jr.	\$30,000		19%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$139,802	\$35,000	10%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$154,802		
TOTAL REVENUES (Cash plus In-Kind)	\$189,802	TOTAL IN-KIND %	23%

Application: Edge Zones, Inc.

Sagrario Oquet - edgezones@me.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000274

Last submitted: Jan 6 2020 04:07 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 5,000

Organization Name:

Edge Zones, Inc.

Project Title:

Miami Performance Festival International '20 (M/P '20)

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

May 21, 22, 23, 2020

Primary Event Location:

Edge Zones Gallery

County Commission District - Primary Event Location:

3

Secondary Event Location:

Lummus Park

County Commission District - Secondary Event Location:

5

Project Synopsis:

Grant Funds are requested to produce the 9th Edition of “Miami Performance Festival International ‘20” which will take place from May 21-23, 2020 in several locations in Miami-Dade County, including Edge Zones new venue in Allapattah. The festival will include live performances, exhibitions, live broadcasting, publications, experimental music, and video screenings. All 68 events are free to the public. Works by over 59 Florida artists alongside international artists from 10 countries.

Previous TDC Funding:

\$5,250 (18-19); \$6,000 (17-18); \$6,750 (16-17); \$7,500 (15-16); {End of cycle - \$7,000 (14-15)}; \$5,250 (13-14); \$6,000 (12-13); \$6,750 (11-12); \$7,500 (10-11); (\$7,500 (09-10) End Cycle); \$7,500 (08-09); \$5,000 (07-08); \$ 5,000 (06-07); \$2,500 (05-06)

Other Government Funding:

Florida State Cultural Affairs - \$6,000

Miami Beach CAC - \$14,276

Hannibal Cox, Jr. - \$10,000

International Cultural Exchange - \$1,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 24 2020

TDC Grant Program

Organization Name:

Edge Zones, Inc.

1. State the organization's mission

Edge Zones (EZ) is an artist-run non-profit dedicated to strengthening the contemporary art environment in Miami. EZ provides opportunities and resources for under-recognized artists, making contemporary art accessible and engaging. Through cultural exchange, EZ has created a network of artists between Florida, the Caribbean, South and Central America. We value the amazing diversity of creativity that artists provide and the importance of their activity in the social context of the city.

Activities include exhibitions, curatorial projects, festivals, international exchanges, residencies, panels, and publications. Edge Zones has a new permanent site in the up-and-coming Allapattah Art District of Miami with 2000 sq. ft. of space plus out-door area and plenty of parking.

2. Provide an organization history

Working under the auspices of The Rhythm Foundation, EDGE ZONES (EZ) began in 1996 as Miami Arts Collaborative, focusing on multicultural programs such as the Dominican Arts Series, the Miami Tierra Caliente, and Context/Contexto02. In 2003, EZ started to produce events in The World Arts Building, which included 3 floors totaling 25,000 square feet of studios, artist residency spaces, 23 separate exhibition spaces presenting 50 or more temporary exhibitions per year featuring more than 180 artists each month. From 2008 - 11, EZ was located in a 4000 sq. ft. space with 2 large galleries exhibiting between 1- 10 artists in each monthly, with a total of 80-100 artists per year. We have served more than

6500 artists. Today Edge Zones presents in its new permanent site, as well as in different facilities and institutions around Miami-Dade County and abroad.

In 2017 Edge Zones continued to produce year-round programming focusing on bringing the public diverse programming that included 17 national, international, and local young LGBT artists pushing the barriers of performance art with our PerforMIA Festival. More than 100,000 have benefited from our programs. Our exhibitions, workshops, panels and international residencies have brought artists and audiences from all over the world to Miami to contribute to its growing profile as an art capital. Our staff members and participating artists are qualified with master degrees, and national and international award winners. Edge Zones is located in Allapattah, a community that has a high rate of poverty, unemployment, and criminal behavior. Through the arts, we hope to transform the neighborhood, as we have with Wynwood in the past.

PerforMIA was presented in our new Allapattah space during Art Basel Week, to provide tourists with an alternative to art fair events, and the opportunity for our audience to engage with performance art that meets the highest standards of excellence while fostering the development of local artists.

Edge Zones has been a leader and an engine in the revitalization of areas such as Wynwood, Lincoln Rd., Little Haiti, The Design District, and now in Allapattah, Miami's fastest growing neighborhood. EZ has created spaces and events that have brought thousands of people to areas where locals and tourists didn't venture before and has paved the way for shops, restaurants, and clubs attracting thousands of tourists per year. EZ has been recognized as a major contributor to the growth of Miami by the City of Miami Beach, Miami Dade College Hall of Fame and ArtCenter/South Florida. We are invited by universities around the globe to talk about our programs and our development. Our projects are used as models in other cities to develop their respective art scenes. Our close relationship with the Caribbean through our projects and our membership in different organizations and meetings such as "Tilting Axis", "Hemispheric Encounters", which are held in different countries in the Americas, gives us a special relationship to the region, their artists and their institutions. We understand the importance of Miami as the meeting point for all this area and we strive to create greater connections to it through our programming and our participation.

Our performance festivals draw artists from across the country and around the globe for a convergence of contemporary performance and sound art and included publications, zines and live radio this year. Miami Noise Festival was a two-day festival that included artists from Poland as well as local. Our new Live radio will broaden our public nationally and internationally. EZ produced M/P'18 with 33 artists from 10 countries in Allapattah, Miami.

In 2019, EZ produced its yearly international exchange project with the Caribbean in the Dominican Republic, continuing its “Art of Uncertainty” Series. It launched the international arts festival “Index – Miami/Santo Domingo/Puerto Rico,” which took place in Miami and in the Dominican Republic’s, La Espiral. Part of this exchange program involved linking Miami artists with international spaces who can present work around the Caribbean basin. The performance festival, experimental music, video screenings, and panels included artists from various countries.

We continue with our

3. Website:

www.edgezones.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	1
b. Part-time employees:	10
c. TOTAL PAID EMPLOYEES:	11
d. Number of volunteers:	50
e. TOTAL STAFF (total paid + number of volunteers):	61

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

Miami Performance International Festival '20

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant Funds are requested to produce the 9th Edition of "Miami Performance Festival International '20" which will take place from May 21-23, 2020 in several locations in Miami-Dade County, including Edge Zones new venue in Allapattah. The festival will include live performances, exhibitions, live broadcasting, publications, experimental music, and video screenings. All 68 events are free to the public. Works by over 59 Florida artists alongside international artists from 10 countries.

10a. Actual Project Start Date:

May 21 2020

10b. Actual Project End Date:

May 23 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

May 21, 22, 23, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 73000

12. Total Project Revenues:

\$ 73000

13. Total Organization Operating Budget:

\$ 203,323

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

All our programming is free to the general public.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

All our programming is free to the general public.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	100
# of Children (Ages 6-12):	150
# of Youth (Ages 13-17):	1250
# of Young Adults (Ages 18-22):	3890
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	5390

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	3000
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	59

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

8449

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	25
# of Young Adults with Disabilities (Ages 18-22):	500
# of Adults with Disabilities (Ages 23 and above):	1000

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 24 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?

b. How will this project generate press coverage?

c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

a. How many hotel rooms do you have booked/blocked for this project?

b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

a. Are other organizations involved in the project's production and, if so, who?

b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The 9th Edition of “Miami Performance Festival International ‘20” (M/P ‘20) is a large scale festival that will take place from May 21-23, 2020 at Edge Zones in Miami’s Allapattah neighborhood and in several locations in Miami Dade County. M/P ‘20 opens the venue up to the surrounding area to highlight critical issues of contemporary urban and immigrant culture, and will encourage viewers to investigate the intersection of performance art with experimental music and spoken word, and gain a new understanding of art’s influence and contributions to our visual culture. M/P ‘20 will provide the viewer with a unique performance experience beyond the realm of traditional art. This year’s festival will include video, workshops, new technology artworks, live performance, audience participation, artist-made book fair, student workshops, publications, live radio, and visual art exhibitions. It demonstrates Edge Zones’ commitment to emphasizing and developing contemporary art in Miami-Dade County to make it a cultural enclave, and attract greater tourism and economic activity to new areas like Allapattah’s art district. All events are free.

M/P ‘20 is a stage for both young and emerging artists, curators, critics, and scholars to present new work. The collaborative foundation of the project will be a series of artists’ residencies. Designed to give a fully supportive environment to both established and emerging artists, Edge Zones’ residencies are

uniquely embedded in Miami's Allapattah neighborhood and focus on driving international exchange, diverse representation, and exploration and experimentation to strengthen Miami as a world-class destination for new and adventurous artwork. Edge Zones particularly seeks to support interdisciplinary artists who integrate performance, technological experimentation, and visual art; as well as those who use art to create dialogue around the issues affecting Miami.

This world-class performing arts festival will provide the opportunity for a live audience of approximately 8,000 to engage deeply with the ideas emerging from these provocative works. M/P '20 is a unique, original arts experience for the Southeast United States. Currently, there are only a handful of festivals of "performance art" that integrate live performance, visual, and time-based media in the US. The Festival makes Miami a more attractive city, including to visitors who have greater disposable income and are accustomed to plentiful cultural offerings. This type of performance event is common in larger cities like New York and Chicago, but they don't have Miami's beaches. Our following is growing beyond the art crowd, including a diverse public of all backgrounds and economic levels.

Edge Zones' 2000 square foot building has large sliding doors that open out onto the neighborhood, activating the streetscape and energizing the neighborhood by physically opening the Festival to passersby and inviting viewers into to space. M/P '20 uses the Edge Zones venue and the surrounding neighborhood of Allapattah as an integral part of the project. Historically Miami's most Dominican neighborhood, Allapattah is a district currently in flux: while its residents earn well below Miami's average income, the landscape is also changing as the Wynwood Arts District expands and new residents move in. M/P '20 highlights the area's historically Dominican character, while also celebrating the creative energies that carry through Florida's communities. This is attractive to tourists seeking a more "authentic" experience. Our location in the up and coming Allapattah Art district helps to bring new audiences to this area, replicating our experience of opening our previous venue in Wynwood which we opened in 2003. We plan 10 live events daily, with a total of 40 or more individual performances during the festival. Screening of 10 artists' videos, one panel discussion, a book fair, live radio, and 5 artists' talks bring the total to 65 events to be held at Edge Zones Gallery in Allapattah. Our media sponsors are WLRN, Miami Artzine, Repeating Island, and we are working with the Freehand, Venezia, and Ocean Surf hotels, and the Sobe Hostel where we have 15 rooms.

M/P '20 will attract tourists to Miami through electronic and print marketing, multiple media fronts, word of mouth, and hospitality support for foreign journalists and art critics to ensure international coverage. Our website and Vimeo channel, which are up year-round, help this grassroots festival have the impact of a much larger one due to video documentation posted in Vimeo being viewed by millions. We also be promoting through Art.seen.365, Jolt Radio.Art is About, Art & Company Podcast, Rocking Chair Sessions,

TDC - Marketing Details

Completed - Feb 24 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

This year we will include a live radio program, live printing with a steam roller and a zine fair with free space for artists to display and sell their work. The festival also has a following amongst a youth demographic attracted to performances at Churchill's Pub, one of Miami's iconic music spaces. We have a relationship with the Miami Chapter of Mana Mass, an innovative national platform for partnership opportunities that explore the intersection of contemporary art, design, new technologies, and music. Mana Mass recruits many of their artists to the downtown scene from our curatorial program and vice-versa, which helps the development of the downtown art scene, bringing a much-needed hip crowd to the downtown areas. We also work in conjunction with the Allapattah spaces on the 7th Ave. area. Edge Zones is the go-to organization to identify performance artists in Miami - our database helps other organizations and institutions connect to performance, interdisciplinary, and experimental artists in Miami.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Jolt Radio,
Art is About
Edge Zones Vimeo Chanel Aquella TV
ArtBurst
WIRN and WVUM

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

220000

3a. How was the above estimate determined?

Edge Zones reaches a large group of people through our Facebook pages, this year we reached over 221,044 with just one our Facebook pages alone. Our Instagram pages also have large followings. Our Vimeo channel has our archives of pass festivals which is seen all over the world, all year round. We had over 15 articles in blogs and Youtube postings. We are including participants from all over the US as well as local and international artists - each of these artists have a large following. We will pay for the newsletter distribution in Art Dossier, which is an international network which reaches more than 90,000 visual art professionals on a daily basis through its website and e-mail list. Our promotional videos are posted in Vimeo, Youtube and on our website. We will hire a community manager to keep people informed through Facebook and Twitter on a daily and hourly basis during the Festival.

TDC - Tourism Impact Projections

Completed - Feb 24 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

8390

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

59

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	2500	20
Out of County	1000	13
Out of State	2000	10
Foreign	2500	10

TOTAL Projected # of Audience Attending:

8000

TOTAL Projected # Performing/Instructing:

53

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

We send our participants and others interested information on participating hotels and give them information as to where they could stay close to our site or near interesting places like Miami Beach, Wynwood or Downtown.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	27	
Actual number of hotel room nights used last year:	41	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	10

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Sobe Hostel James Hotel Miami Beach Inter'l hostel Freehand Hostel, The Betsy,	35
Year 2:	Starlight, Sobe Hostel Miami Beach Inter'l hostel Freehand Hostel, Parisian, Hampton Inn,	29
Year 3:	The Betsey, Chateaubleau Hotel, Travelodge, Sobe Hostel Miami Beach, reehand Hostel,	41

Performance Venue Locations and District Numbers

Completed - Jan 7 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

-
- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
 - Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/
-

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Edge Zones Gallery
Address - venue #1	3317 NW 7th Ave. Circle
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33127
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	109

Secondary Venue #2

Secondary Venue Name - #2	Lummus Park
Address - venue #2	Ocean Drive
City - venue #2	Miami Beach
State - venue #2	(No response)
Zip Code - venue #2	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	5
MUNICIPALITY CODES - venue #2	02 Miami Beach

Venue #3

Venue Name - #3	Latinos United
Address - venue #3	3323 NW 17th Ave.
City - venue #3	Miami
State - venue #3	Florida
Zip Code - venue #3	33142
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	3
MUNICIPALITY CODES - venue #3	01 Miami

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:				
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$1,000	\$1,000	
In-house/Salaried Personnel: Artistic		\$4,000	\$4,000	\$3,000
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services	\$4,000	\$9,000	\$13,000	\$2,500
Contracted/Outside Other Fees/Services	\$1,000	\$2,950	\$3,950	
Marketing: ADV/PR/Printing/Publications	\$4,000	\$2,000	\$6,000	\$1,000
Marketing: Postage/Distribution	\$3,000	\$1,500	\$4,500	
Marketing: Web Design/Support/Maintenance	\$3,000		\$3,000	\$1,000
Travel: In County		\$3,000	\$3,000	
Travel: Out of County		\$2,000	\$2,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0	\$1,000
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$10,000	\$10,000	\$5,500
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$1,850	\$1,850	
Utilities		\$1,500	\$1,500	
Fundraising/Development (Non-Personnel)		\$2,000	\$2,000	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$3,200	\$3,200	
Other Expenses (Itemize Below)			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$44,000	\$59,000	\$14,000
TOTAL EXPENSES (Cash plus In-Kind)	\$73,000			
GRANT REQUEST	\$15,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0
Total Projected Administrative Expenses (Cash plus In-Kind)	\$2,500

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support		\$8,000	0%
Foundation Support	\$10,724		18%
Private/Individual Support		\$6,000	0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Fl State Cultural Affairs	\$6,000		10%
			0%
			0%
Government Grants: Local (Itemize below)			
Miami Beach Cultural Affairs	\$14,276		24%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$2,000		3%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Hanibal Cox Jr.	\$10,000		17%
International Culural Exchange	\$1,000		2%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$44,000	\$14,000	25%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$59,000		
TOTAL REVENUES (Cash plus In-Kind)	\$73,000	TOTAL IN-KIND %	24%

Application: Florida Grand Opera, Inc.

Susan Danis - sdanis@fgo.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000264

Last submitted: Feb 25 2020 03:48 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 13,500

Organization Name:

Florida Grand Opera, Inc.

Project Title:

Il matrimonio segreto

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

January 31, 2020 - Community Conversation - Pinecrest Gardens

April 18, 21, 23, 26, 2020 - Opera performances at Miami Dade County Auditorium

Primary Event Location:

Miami Dade County Auditorium

County Commission District - Primary Event Location:

5

Secondary Event Location:

Pinecrest Gardens

County Commission District - Secondary Event Location:

7

Project Synopsis:

Funds are requested to support the highly successful Made for Miami series with a fresh take on Cimarosa’s Il matrimonio segreto. The series produces one opera each season that is relevant and representative of a segment of this diverse community. In this FGO premiere, the 18th-century comic opera will be re-cast in the style of a Cuban telenovela, using a familiar TV-style as a bridge to connect opera with new audiences. The performance will be held at Miami Dade County Auditorium.

Previous TDC Funding:

\$15,000 (18-19); {End of cycle - \$9,000 (16-17)};\$10,500 (15-16); \$12,000 (14-15); \$15,000 (13-14); \$15,000 (11-12); {\$5,000 (10-11) - End of cycle}; \$5,000 (09-10); \$5,000 (08-09); \$5,000 (07-08);\$5,000 (05-06)

Other Government Funding:

NEA - \$20,000

Major Cultural Institutions - \$75,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 25 2020

TDC Grant Program

Organization Name:

Florida Grand Opera, Inc.

1. State the organization's mission

Florida Grand Opera aims to be a driving force of cultural growth in South Florida through the presentation of the most comprehensive art form in the world – Opera. Our world-class operatic productions are all-inclusive artistic offerings that incorporate powerful voices, inspired musical performance, entrancing dance, captivating set design, and more. We strive to bring each element of this multi-faceted spectacle to life on stage while having a positive impact and improving the quality of life in our community and beyond.

The company's reach stands on four main pillars: artistic integrity, talent development, educational outreach, and technological innovation. Our artistic integrity hinges on offering a mixed operatic selection of classics as well as contemporary or new works, speaking to the diversity of our community while contributing to the development of the art form as a whole. We also aspire to foster young, promising talents through our Studio Artist program, contributing to a solid future for the tradition of opera. Our educational programs focus on opening young audiences to the wonders of classical music through multiple approaches – from in-classroom activities to full-scale performances especially focusing on underserved populations.

2. Provide an organization history

1941 Arturo di Filippi, an accomplished tenor and voice teacher at the University of Miami, establishes the Opera Guild of Greater Miami with performances presented at the Miami Senior High School Auditorium.

1945 The Opera Guild, Inc., of Fort Lauderdale, is founded with the mission of presenting performances of Opera Guild of Greater Miami productions in Fort Lauderdale at the War Memorial Auditorium.

1941 - 1972 Dr. di Filippi regularly brings leading artists from the Metropolitan Opera to South Florida, presenting them in the roles for which they won worldwide acclaim.

1948 Regina Resnick makes her company debut as Cio-Cio-San in *Madama Butterfly*.

1951 Miami-Dade County Auditorium opens west of the downtown area and becomes FGO's new mainstage home.

1962 Richard Tucker makes his company debut as Alfredo in *La traviata*, and Birgit Nilsson sings the lead in *Turandot*.

1965 Greater Miami Opera presents a production of *Lucia di Lammermoor* with Dame Joan Sutherland featuring a young Italian tenor, Luciano Pavarotti, making his American debut. Opera begins to flourish in South Florida.

1966 Famed tenor Franco Corelli makes his Greater Miami Opera debut as Radamès in *Aida*.

1972 Renata Scotto makes her Greater Miami Opera debut as Mimì in *La bohème*.

1973 Dr. di Filippi retires and is succeeded by Robert Herman, who served as Assistant General Manager at the Metropolitan Opera under Sir Rudolph Bing. During Herman's administration, the world's leading opera singers continue to appear with the company, and production values are dramatically elevated.

1975 Mr. Herman begins the tradition of presenting national and international casts for South Florida audiences. National casts feature younger singers and the performances are sung in English.

1976 Jon Vickers sings the title role of *Otello* at Miami-Dade County Auditorium.

1978 Luciano Pavarotti and Mirella Freni sing the lead roles in *La bohème*.

1982 Greater Miami Opera world premiere's *Minutes till Midnight* by Robert Ward

1985 Robert M. Heuer is appointed General Manager when Herman retires. During his tenure, extensive educational and outreach programs are developed.

1985 Greater Miami Opera establishes its Young Artist Program. Graduates of the program who have

returned in leading roles in FGO productions.

1986 Diana Soviero makes her company debut singing the role of Nedda in Pagliacci.

1991 The Broward Center for the Performing Arts opens and becomes the company's new mainstage home in Broward County.

1992 Greater Miami Opera holds the U.S. premiere of Christoforo Colombo by Alberto Franchetti.

1994 Greater Miami Opera and the Opera Guild of Fort Lauderdale merge, forming Florida Grand Opera.

2006 The Adrienne Arsht Center for the Performing Arts of Miami-Dade County opens, thanks in part to Bob Heuer's incredible efforts to build a much-needed state of the art performance venue in Miami-Dade County.

2007 Florida Grand Opera world premiere David Carlson's Anna Karenina.

2012 Susan T. Danis is appointed Florida Grand Opera's fourth General Director.

2013 The company is only the fourth in the U. S. to perform Marvin David Levy's Mourning Becomes Electra as a part of Danis' first year of programming for the company.

2014 Andy Vores' No Exit based on the Jean-Paul Sartre play, which was performed in a bar on South Beach, receives critical acclaim as a part of FGO's Unexpected Opera in Unexpected Places series. The SAY YES! to Opera, South Florida campaign launches in the Fall of 2014, designed to help stabilize Florida Grand Opera,

2015 The Consul is the second installment in the Made for Miami series. FGO finishes its season in the black for the first time in over a decade.

2016 FGO celebrates its 75th Anniversary receiving the largest gift in its history; \$6.8 million for its Doral Center, which is then gifted back to FGO.

2017 Diana Soviero, "one of the world's great singing actresses, "and Bernard Uzan award-winning Director, become Co-Directors of FGO's Studio Artists Program.

2018 FGO presented the S. Florida premiere of Daniel Catán’s Florencia en el Amazonas starring Ana Maria Martinez, acclaimed as one of the most beloved singers in recent Metropolitan Opera history.

2019 Frida attracted diverse, new audiences, receiving effusively positive national/international press coverage. Boca Magazine: “the most anticipated show since HAMILTON!” La bohème and The Marriage of Figaro initiated what has become a stellar year in ticket sales with over 15% new patrons.

2019 The Opera Guild moves its offices to a new location and now is sharing offices with the South Florida Symphony located at 2201 Wilton Dr., Suite 12, Wilton Manors, FL 33305.

2020 The 2019-20 season features all-female directors. Danis makes this selection to bring a uniquely female perspective to the telling of the operas. This is a first for the company or any opera company.

3. Website:

<https://www.fgo.org>

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	15
b. Part-time employees:	9
c. TOTAL PAID EMPLOYEES:	24
d. Number of volunteers:	198
e. TOTAL STAFF (total paid + number of volunteers):	222

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000

9. Project Title:

Il matrimonio segreto by Domenico Cimarosa

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the highly successful Made for Miami series with a fresh take on Cimarosa's Il matrimonio segreto. The series produces one opera each season that is relevant and representative of a segment of this diverse community. In this FGO premiere, the 18th-century comic opera will be re-cast in the style of a Cuban telenovela, using a familiar TV-style as a bridge to connect opera with new audiences. The performance will be held at Miami Dade County Auditorium.

10a. Actual Project Start Date:

Apr 18 2020

10b. Actual Project End Date:

Apr 26 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

January 31, 2020 - Community Conversation - Pinecrest Gardens

April 18, 21, 23, 26, 2020 - Opera performances at Miami Dade County Auditorium

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 679523

12. Total Project Revenues:

\$ 679523

13. Total Organization Operating Budget:

\$ 4950000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

During the last six years, FGO has offered discounted student tickets for every one of its mainstage season productions. The company usually offers Culture Shock between 70 - 150 tickets (depending on the production) for one performance. In the last few seasons, FGO has seen increased growth in the number of tickets used by Culture Shock participants, disseminating as many as 220 Culture Shock tickets on average. There have been cases where students will begin a relationship with the company by purchasing Culture Shock tickets to FGO productions and once aged out of the program, have become single ticket buyers and subscribers.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

FGO's relationship with the Golden Ticket program began during the 2013 - 14 season and was offered for only 1 production, Mourning Becomes Electra, in which 75 seniors took advantage of the ticket opportunity. For the subsequent seasons, FGO has also doubled the Golden Ticket opportunity by offering tickets for 2 mainstage productions. For FGO, partnering with the Miami-Dade Department of Cultural Affairs in these initiatives has shown great promise for the cultivation of culture in Miami-Dade County. The company hopes to continue participating in both programs as the potential to capture and retain these audiences is slowly but steadily increasing throughout each season. Last year, 160 seniors took advantage of the Golden Ticket program.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	155
# of Youth (Ages 13-17):	300
# of Young Adults (Ages 18-22):	425
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	880

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	5000
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	145

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

6025

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	35
# of Young Adults with Disabilities (Ages 18-22):	52
# of Adults with Disabilities (Ages 23 and above):	145

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 13 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Florida Grand Opera's highly successful and community-relevant Made for Miami series continues for a seventh season with a fresh take on Domenico Cimarosa's *Il matrimonio segreto* (The Secret Marriage). The Made for Miami series produces one opera each season that is relevant and representative of a segment of the diverse South Florida community. In this FGO premiere, the 18th-century comic opera will be re-cast in the style of a Cuban telenovela, using the dramatic style familiar to millions of Floridians as a bridge to connect opera with new audiences. In addition to the mainstage productions, the Made for Miami series includes community outreach and educational component titled Community Conversations, which introduces the themes of the opera and their connections to topics that are relevant, timely, and speak to the experiences of the diverse South Florida Community. These presentations are given in venues across Miami in partnership with various community organizations.

Florida Grand Opera has long sought ways to complement its mainstage work with programs that extend beyond the walls of the opera house, finding new opportunities for community engagement and collaboration. The 2019-20 season continues this tradition with the seventh installment of the Made for Miami series and its accompanying Community Conversations series.

FGO's Made for Miami series was created in 2013 by General Director and CEO Susan T. Danis as a means to more deeply connect FGO with the community around it. The series focuses on one mainstage production each season that has a specific connection to a segment of the diverse South Florida community. For the past five seasons, Made for Miami has included Community Conversations, a series of thought-provoking outreach events held throughout Miami-Dade County that explore the connections between the opera and literature, religion, politics, and the humanities. Through this series, FGO enriches the operatic experience for its audience by integrating the themes of the Made for Miami opera with issues of relevance and importance to the community.

Beyond updating and re-locating the action of this opera, this production is designed to highlight some of the commonalities between modern television culture and its classical counterpart. 18th-century opera and contemporary telenovelas have striking similarities in their depiction of the societal roles of women. Two of this season's Community Conversations are devoted to the discussion of women's ongoing struggle for sexual autonomy, the relationship between a woman's physical desirability and her socioeconomic status, her right to self-determination, and how centuries-old dramatic tropes continue to ingrain attitudes towards women into our culture. Other planned Community Conversations will focus on

the creation of a distinct Cuban American culture in the wake of the Cuban diaspora and the intriguing performance history of *Il matrimonio segreto*.

This year, Made for Miami mainstage production is a re-imagining of Cimarosa's 18th-century comic opera *Il matrimonio segreto* as a Cuban telenovela. Presenting this work in a form that is familiar to millions of South Floridians is intended to remove some of the cultural barriers that too often disconnect the opera house from the American public. Four performances are scheduled at the Miami-Dade County Auditorium on April 18, 21, 23, 26, 2020. The tickets range from \$15 to \$225 per person.

The new production of Cimarosa has an unexpected twist and it will attract both international, as well, as local audiences. Miami's international reputation as a tourism destination and FGO's new production, this combination of live operatic performances during the Shoulder Season at Miami Dade County Auditorium, coupled with opportunities for ticket and hotel accommodations within close proximity to the theater, will be a compelling and successful tourism driver.

Subscription and Single Ticket sales for *Il matrimonio segreto* are tracked weekly and measured to weekly and monthly goals with a milestone of reaching 70% capacity by opening night of the 4 performance period. FGO will work with the Communications team at OPERA America to disseminate the exciting details of *Il matrimonio segreto*, so its national and international members, as well as thousands of opera aficionados associated with the organization, can take advantage of the comprehensive ticket and hotel packages to attend a performance. FGO will combine the opera and Miami's entire Arts and Entertainment District to leverage tourists through its Lodging Partners and coordinate social media efforts with these partners to promote the packages. FGO anticipates a large Press coverage of *Il matrimonio segreto* due to the rarity of the opera and WLRN media coverage. The funds received from TDC will enhance FGO's ability to bring a significant amount of visitors to Miami's superb Arts and Entertainment District.

TDC - Marketing Details

Completed - Jan 13 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding

types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

FGO's strategic marketing plan is designed to engage the opera community across the country and around the world. IL MATRIMONIO SEGRETO commissioned in Spanish from the original Italian language to attract the Hispanic market in Miami.

DIRECT MARKETING - Former ticket buyers account for a large portion of return patrons. FGO will use direct marketing initiatives including mail and email to target former ticket buyers and seasonal residents outside of South Florida. This inexpensive marketing tool has proven to be cost-effective. FGO's most recent 2019 survey, seasonal residents include New York, Boston, and Chicago. International patrons include Madrid, Rome, and Brazil.

PRINT MEDIA - Targeted community and business newspapers used to promote IL MATRIMONIO SEGRETO, as well as inserts in the local editions of the Miami Herald and El Nuevo Herald. Spanish language magazines and newspapers including Diario Las Americas and other similar publications will help round out the print media mix.

INTERNET/SOCIAL MEDIA - FGO will utilize social media and pay-per-click internet campaigns to attract new and younger patrons to the opera. Social media marketing translates to over 16,000 fans on Facebook, more than 800 total subscribers to the FGO YouTube page with over 600,000 views, and over 13,800 current followers on Twitter. Pay-per-click activities include the Google Network, Facebook, and Yahoo as well as targeted online media outlets including Kiplinger, NY Times, Bloomberg, and Broadway World. FGO utilizes internet re-targeting, specifically for patrons who visit the FGO website and begin the process of making a purchase but abandon the shopping cart before finalizing the purchase.

COLLABORATIONS - FGO reaches out to other arts organizations in the community in order to develop collaborative marketing campaigns, FGO will seek partnerships with the Miami Hispanic Cultural Arts Center, Latinos United, and Hispanic Chamber of Commerce. FGO also works with the Arsht Center and various arts and cultural institutions on cross-promotions of season events.

HOSPITALITY PARTNERS AND DEDICATED LANDING PAGE

FGO will work with its Hospitality Partners to coordinate all Marketing and PR efforts. These strategic partnerships will facilitate cross-marketing efforts within each partner's tourism development plans.

These include but are not limited to: “two-way” linkage from the FGO’s website to the Hospitality Partners. All marketing initiatives will direct interested visitors to the FGO’s dedicated “Plan your Visit” landing page, linked to the appropriate Hospitality Partner websites. It is here that visitors may book their cultural experience packages, punctuated by fine/casual dining/shopping and museum, and integrated with overnight stay or “day tripper” experiences. The Hospitality Partners will coordinate social media promotions with FGO and capture the number of stays to project and then report on outcomes.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Media channels, selected to reach FGO’s target demographic, may include local morning and evening network news, CBS4, NBC6, WSVN7, and WPLG10. Radio promotions will target adult contemporary radio stations such as 97.3 FM, 101.5, WLRN public radio, and the classical radio station WKCP.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

4000000

3a. How was the above estimate determined?

This data is based on the reach and frequency of each medium. FGO utilizes Gross Rating Point and Neilson/Arbitron ratings. A recent State of the News Media Report indicated that 10% of 18 - 39 yr olds respond to TV and 5% respond to Radio marketing. 17% of Individuals that are 40+ respond to TV and 5% respond to Radio marketing. FGO's Tessitura (CRM, Development and Ticketing system) data corresponds to PEW data with little variance, however, the company's marketing staff has seen a profound shift to Digital/Social Media advertising as our performances continue to reach a younger demographic as more patrons choose to receive their news, media, and information through digital formats.

TDC - Tourism Impact Projections

Completed - Feb 25 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

5880

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

145

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	5182	131
Out of County	627	10
Out of State	196	4
Foreign	20	0

TOTAL Projected # of Audience Attending:

6025

TOTAL Projected # Performing/Instructing:

145

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

In addition to the overall strategy described in the Marketing Overview, a comprehensive intra-industry public relations strategy is utilized to promote the performances to prospective visitors with discount tickets and hotel packages. FGO will work with the Communications team at OPERA America to disseminate the news of an exciting new production of *Il matrimonio segreto* so its national members and opera aficionados can take advantage of comprehensive ticket and hotel packages to attend a performance.

The Hotel Partners will coordinate social media promotions with FGO and capture the number of stays to project and then report on outcomes.

- 2019-20 season participating hotels: Doubletree, Hilton Downtown Miami, and Airbnb. Number of room nights booked per hotel: Held as courtesy rooms with a corporate rate agreement.
- Last year, 2018-19 season, room occupancy season was 37 room nights, without the Marriott Hotel numbers.
- In the 2017-18 season, FGO did not apply for the TDC grant.
- In the 2016-17 season, 374 room nights booked

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	36	
# of hotel room nights anticipated to be booked:	2	
Actual number of hotel room nights used last year:	38	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	20

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions)*:

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Extended Stay America, Marriott Biscayne Bay and Hilton Downtown Miami.	37 - missing Marriott Biscayne Bay numbers
Year 2:	N/A	0
Year 3:	Extended Stay America, Marriott Biscayne Bay and Hilton Downtown Miami.	374

Performance Venue Locations and District Numbers

Completed - Jan 10 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Miami Dade County Auditorium
Address - venue #1	2901 W Flagler St
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33135
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

Secondary Venue #2

Secondary Venue Name - #2	Pinecrest Gardens
Address - venue #2	11000 SW 57th Ave
City - venue #2	Pinecrest
State - venue #2	Florida
Zip Code - venue #2	33156
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	7
MUNICIPALITY CODES - venue #2	20 Pinecrest

Venue #3

Venue Name - #3	Coral Gables Congregational
Address - venue #3	3010 De Soto Blvd
City - venue #3	Coral Gables
State - venue #3	Florida
Zip Code - venue #3	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	6
MUNICIPALITY CODES - venue #3	03 Coral Gables

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Florida Grand Opera		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration				\$0
In-house/Salaried Personnel: Artistic				\$0
In-house/Salaried Personnel: Technical/Production				\$0
Contracted/Outside Artistic Fees/Services		\$127,538	\$127,538	
Contracted/Outside Other Fees/Services		\$354,916	\$354,916	
Marketing: ADV/PR/Printing/Publications	\$25,000	\$30,000	\$55,000	
Marketing: Postage/Distribution		\$10,000	\$10,000	
Marketing: Web Design/Support/Maintenance			\$0	
Travel: In County		\$13,844	\$13,844	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$29,925	\$29,925	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$64,600	\$64,600	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$2,200	\$2,200	
Other Expenses (Itemize Below)				
Transportation & freight		\$11,900	\$11,900	
Other Music Costs		\$9,600	\$9,600	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$654,523	\$679,523	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$679,523			
GRANT REQUEST				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	- \$25,000	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Florida Grand Opera		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$363,405		53%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support			0%
Foundation Support			0%
Private/Individual Support	\$160,118		24%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
NEA	\$20,000		3%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$36,000		5%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Miami Dade Cultural Affairs MCI	\$75,000		11%
Miami Dade Cultural Affairs TDC	\$25,000		4%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$679,523	\$0	0%
GRANT REQUESTED	\$0		
CASH REVENUES + GRANT REQUESTED	\$679,523		
TOTAL REVENUES (Cash plus In-Kind)	\$679,523	TOTAL IN-KIND %	0%

Application: FUNDarte, Inc.

Ever Chavez - ever@fundarte.us
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000247

Last submitted: Feb 28 2020 01:06 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 6,000

Organization Name:

FUNDarte, Inc.

Project Title:

Out in the Tropics 2020

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 23, 24, 25, 30; May 1, 2, 3 & June 4, 6, 7, 2020.

Primary Event Location:

On.Stage Black Box Theater at Miami Dade County Auditorium

County Commission District - Primary Event Location:

5

Secondary Event Location:

North Beach Bandshell

County Commission District - Secondary Event Location:

4

Project Synopsis:

Funds are requested to support Out in the Tropics 2020, a performing arts series addressing sexuality and gender politics, from April 23 to June 7, 2020. Events include one free concert (Francisco, el Hombre, at North Beach Bandshell), two dance performances (Rocio Molina at The Colony Theater, and Pioneer Winter at Miami-Dade County Auditorium), one literary reading (Legna Rodriguez at MB Botanical Garden), and seven community engagement activities.

Previous TDC Funding:

\$7,000 (18-19); \$8,000 (17-18); \$9,000 (16-17); \$10,000 (15-16); {End of cycle - \$5,000 (13-14)};
\$5,000 (12-13); \$10,000 (11-12); \$12,500 (10-11); \$5,000 (09-10)

Other Government Funding:

National Endowment for the Arts - \$20,000
State of Florida General Funds - \$5,235
City of Miami Beach CAC - \$18,468

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 26 2020

TDC Grant Program

Organization Name:

FUNDarte, Inc.

1. State the organization's mission

FUNDarte is a multidisciplinary non-profit organization dedicated to producing, presenting, and promoting music, theater, dance, and multimedia that speak to Miami's diverse cultures, with a special emphasis on artists from Latin America, the Caribbean and Spain.

FUNDarte particularly works to nurture emerging artists and those with little or no exposure to South Florida audiences; to facilitate intercultural and international exchanges; and to provide local audiences and artists with educational opportunities that expand their creative, critical and social perspectives.

FUNDarte values multilingualism, diversity, and accessibility, and has a growing educational component that provides the community and local artists with enrichment opportunities that strengthen Miami's cultural landscape.

2. Provide an organization history

FUNDarte was founded by Executive Director Ever Chavez in 2003, and has presented 250 cultural events, with over 355 opportunities for public participation, annually exceeding the number of yearly events and audiences served by many of our local peer organizations with much larger operating budgets. To date, FUNDarte has presented 1,110 local, national, and international individual artists in 53 local venues, and has proudly contributed to the local, national and international creative economy. Our venues span all of Miami-Dade County, including many under-served neighborhoods, and all of our ancillary and educational events are free to the public. The organization has earned a reputation for taking risks by presenting emerging and experimental voices that embody the essence of multiplicity, tolerance, and innovation, while honoring the heritage and cultural legacy of our diverse Miami Dade County audiences.

From its inception, FUNDarte has emphasized international artistic exchange projects serving Latinx and Caribbean audiences, as well as support for emerging and local artists from this heritage, and the commissioning of new work by Latinx identified artists. As an arts presenting organization, we make this work accessible to audiences via public events that represent the cultural, ethnic and political diversity of our region, with an emphasis on multilingual performances. Most events fall under our annual program series with themes that nurture FUNDarte's mission: Miami On Stage, showcasing local artists; Zun Zun Children's Fest, which provides bilingual educational programming for children, nurturing future artists and audiences by encouraging and supporting youth participation; No Borders, featuring World Music and international theater and dance; Global Cuba Fest, showcasing artists from Cuba and the Cuban Diaspora; Out in the Tropics, a platform for artists that address gender issues and topics of interest to the LGBT community; and Climakaze Miami, a performance and dialogue forum dedicated to bringing together artists and activists addressing ecology and the climate crisis. Over its lifetime, FUNDarte has also nurtured emerging cultural organizations locally by not only providing fiscal agency to assist with funding for emerging projects, but also providing mentorship and guidance to such groups as Antiheroes, Cuatro Gatos, Siren Arts, and Artefactus Cultural Project.

FUNDarte invests in emerging artists, as well as more established names in the international contemporary arts scene. We are committed to taking risks with new voices and projects, and many of the artists who were unknown when they performed on FUNDarte's stages have gone on to tour widely and garner national and international acclaim such as Latin Grammy Awards and the MacArthur Genius Award. Recent programming highlights have included an evening-length concert with multi-instrumentalist Eliseo Parra, in which audiences enjoyed a journey through the history of Spanish music and the gender roles associated with its development, as well as a poignant poetry reading by Richard Blanco as part of Out in the Tropics; flamenco music and dance by the renowned Casa Patas Foundation, the versatile full-length concert of local guitarist, percussionist and singer-songwriter Inez Barlatier, and the explosive Garifuna Collective, representing coastal communities of Belize, Guatemala and Honduras with folkloric and contemporary music and dance.

FUNDarte engages venues across all of South Florida including: Miami-Dade County Auditorium in Little Havana, The Light Box in Wynwood, the South Miami-Dade Cultural Arts Center in South Dade; and the North Beach Bandshell, Miami Beach Botanical Garden, Colony Theater, Gleason Room at the Fillmore, and GLBT Visitor's Center in Miami Beach.

FUNDarte receives major programming support from the Miami-Dade County Department of Cultural Affairs, State of Florida Division of Cultural Affairs, City of Miami Beach, Mid Atlantic Arts Foundation's Southern Exposure Program, and the National Endowment for the Arts. Through our demonstrable track-

record of innovative programming, diversified funding and strong partnerships, for eight consecutive years the John S. and James L. Knight Foundation has granted FUNDarte discretionary funds and multi-year Knight Arts Challenge Grants. Our ongoing partnership with the Miami Dade County Auditorium in the Little Havana neighborhood provides in-kind and programming subsidies that have provided consistent and important contributions to FUNDarte’s growth.

FUNDarte has also partnered with renowned organizations beyond South Florida, including: the Kennedy Center for the Performing Arts in Washington, DC; REDCAT/Roy and Edna Disney CalArts Theater in Los Angeles; El Centro Su Teatro Culture and Performing Arts Center in Denver; The Walker Art Center in Minneapolis; The Public Theater in New York; and CubaNOLA Arts Collective in New Orleans.

3. Website:

www.fundarte.us

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	2
b. Part-time employees:	0
c. TOTAL PAID EMPLOYEES:	2
d. Number of volunteers:	19
e. TOTAL STAFF (total paid + number of volunteers):	21

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

Out in the Tropics 2020

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support Out in the Tropics 2020, a performing arts series addressing sexuality and gender politics, from April 23 to June 7, 2020. Events include one free concert (Francisco, el Hombre, at North Beach Bandshell), two dance performances (Rocio Molina at The Colony Theater, and Pioneer Winter at Miami-Dade County Auditorium), one literary reading (Legna Rodriguez at MB Botanical Garden), and seven community engagement activities.

10a. Actual Project Start Date:

Apr 23 2020

10b. Actual Project End Date:

Jun 7 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 23, 24, 25, 30; May 1, 2, 3 & June 4, 6, 7, 2020.

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 130,000

12. Total Project Revenues:

\$ 130,000

13. Total Organization Operating Budget:

\$ 543,455

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

FUNDarte has been participating in Culture Shock programs since this program has been in effect. Every one of our ticketed events makes use of the Culture Shock Ticket initiative. Approximately 10% of venue capacity at each event is allocated to tickets sold through this program, with a maximum group size of 50 people.

Some of our most recent events that utilized this ticket program included the following: 1/26-28/2018 Garifuna Collective, 3/10/2018 Global Cuba Fest, 3/26/2018 Flamenco Rave, 4/21/2018 Climakaze, 9/7-9/2018 Between Two Waters, 10/5-6/2018 Zun Zun Children Fest,10/11-12/2018 Mendoza,11/3-4/2018 Reditum by Casapatas, 3/9-10/2019 Flamenco Rave, 4/20-21/2019 Climakaze, 5/4-5/2019 Tania Perez Salas Dance Company, 6/1/2019 Astrid Hadad, 6/28-30/2019 Objects in the Mirror, 11/9-10/2019 Raíz de 4 by Casapatas, 11/30/2029 Isaac Delgado.

More than 500 young people have benefited from this opportunity, and the Culture Shock logo was utilized on all program publicity and promotional materials. We see this program as an excellent benefit to our organization and the community as it helps us reach new audiences for our performances and workshops. FUNDarte plans to continue this promotion, which will also be mentioned during radio and press interviews to encourage more participation.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

FUNDarte has been participating in the Golden Ticket program since this program has been in effect. Every one of our ticketed events makes use of the Golden Ticket initiative. Approximately 10% of venue capacity at each event is allocated to tickets sold through this program, with a maximum group size of 50 people.

Some of our most recent events that utilized this ticket program included the following: 1/26-28/2018 Garifuna Colective - 22 tickets, 3/10/2018 Global Cuba Fest - 17 tickets, 3/26/2018 Flamenco Rave - 39 tickets, 4/21/2018 Climakaze - 2 tickets, 9/7-9/2018 Between Two Waters - 17 tickets, 10/5-6/2018 Zun Zun Children Fest - 3 tickets, 10/11-12/2018 Mendoza - 8 tickets, 11/3-4/2018 Reditum by Casapatatas - 40 tickets, 3/9-10/2019 Flamenco Rave - 20 tickets, 4/20-21/2019 Climakaze - 10 tickets, 5/4-5/2019 Tania Perez Salas Dance Company - 8 tickets, 6/1/2019 Astrid Hadad - 10 tickets, 6/28-30/2019 Objects in the Mirror - 9 tickets, 11/9-10/2019 Raíz de 4 by Casapatatas - 33 tickets, 11/30/2029 Isaac Delgado - 10 tickets.

A total of 248 Golden Tickets were sold to program users for these events.

One venue that takes special care to comply with the Golden Ticket program is Miami-Dade County Auditorium, where we have seen the largest participation. FUNDarte plans to continue this promotion, and the Golden Ticket Program will also be mentioned during radio and press interviews to encourage more participation.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	0
# of Youth (Ages 13-17):	15
# of Young Adults (Ages 18-22):	150
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	165

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	1613
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	22

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

1800

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	0
# of Young Adults with Disabilities (Ages 18-22):	5
# of Adults with Disabilities (Ages 23 and above):	15

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 26 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

FUNDarte will present Out in the Tropics 2020 (OITT) from April 23 – June 7. OITT is a yearly performing arts series featuring local and international artists addressing LGBTQ and gender issues. These artists represent ethnic communities that reflect our local audiences, and provide education through professional workshops and artist talks, exposing new techniques and methods, and fomenting discussion on issues such as sexual orientation, gender roles, and gender identity. By presenting provocative work by local and global artists, who also provide community outreach events, OITT also expands Miami’s diverse cultural landscape by encouraging skill building among local artists, as well as new understanding among local and visiting audiences.

OITT 2020 will include one free open-air concert featuring Brazilian/Mexican band Francisco, el hombre at the North Beach Bandshell; two dance performances by Miami-based Pioneer Winter Collective at Miami Dade County Auditorium, and by Rocio Molina from Spain at the Colony Theater; one literary reading by local author Legna Rodríguez at the Miami Beach Botanical Garden; and seven community engagement activities including a panel discussion, an in-school mentoring workshop with teens, an artist's talk, one master class, and three post-performance Q&A sessions.

Price range: \$0-\$30 with discounted tickets for Miami Beach residents, Culture Shock and Golden Ticket participants, and free admission to all educational and ancillary events.

TDC contributions will enhance the project’s attractiveness to tourists by supporting the presentation of international artists with global followings, providing incentives for tourists who want to enjoy cultural events while visiting our area, and cementing Miami’s reputation as a culturally-rich tourist destination. For every dollar received from the TDC, FUNDarte invests \$2 on production and marketing support for these events, which also increase foot traffic to neighborhood businesses, contributing to the local economy.

Over the past 10 years, OITT has become one of Miami’s most anticipated yearly cultural events, enjoyed by locals and tourists alike, and attracting Latin American and global visitors. OITT has earned a following within the international LGBT cultural circuit, particularly for its focus on Hispanic/Latinx artists and programming.

FUNDarte reaches the widest possible audience through English and Spanish press and media,

maintaining an excellent press record that includes critical interviews and editorials for every OITT event we present. FUNDarte anticipates about 1,800 participants at OITT 2020, based on the schedule of events and venue capacity.

As an active member of the Greater Miami Festival and Events Association and the Greater Miami Convention and Visitor's Bureau, FUNDarte's OITT programs are included in the Bureau's monthly e-newsletter, reaching all members including hotels and restaurants, as well as other networking opportunities provided by the Bureau and its members.

FUNDarte's contracted media partners as of this writing include the Miami Herald and El Nuevo Herald, who are committed to providing discounted and in-kind promotional support for our OITT events. We also maintain an in-kind trade agreement with Miami Art Guide. Additionally, we expect ongoing promotional support from the Miami New Times, Mega TV, Mira TV, WLRN and WDNA in keeping with the level of support that we have received from these partners for our programming in past seasons.

Our established partnership with the Broadmoor Hotel ensures discounted room rates for visiting artists and guests. We anticipate a total of 80 hotel room nights for our OITT 2020 event.

Program Timeline

OITT 2020 will present the following opportunities for public participation:

Apr 23 at 8:00pm - Francisco, el Hombre in Concert (Brazil) at North Beach Bandshell. Free

Apr 24 at 2:00pm - Music workshop by Francisco, el Hombre (Brazil) at Miami Beach Senior High School

Apr 25 at 2:00pm - Meet the Artist Reception with Francisco, el Hombre band members, local artists, and community members at The Broadmoor Hotel

Apr 30 at 4 pm - Literary reading by Legna Rodriguez at Miami Beach Botanical Garden

May 1 - 2 at 8:30pm - Dance performance by Pioneer Winter (Miami) and performative reading by Legna Rodriguez (Miami) at Miami-Dade County Auditorium

May 1 - 2 at 10:00 pm - Post-performance Q&A and Mentoring Session with audience members and participating artists

May 3 at 10 am – Artist’s Talk by Pioneer Winter at Lambda Living Center

June 4 at 3pm - Master Class by Rocio Molina at Centro Cultural Español

Jun 6 at 8:30 pm – Dance performance by Rocio Molina Dance Company (Spain) at The Colony Theater
Miami Beach

Jun 6 at 10 pm - Post-performance Q&A and Mentoring Session with audience members and participating
artists

Jun 7 at 2 pm - Panel Discussion with Rocio Molina Dance Company at Miami-Dade Gay & Lesbian
Visitor’s Center

TDC - Marketing Details

Completed - Feb 26 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

FUNDarte prepares an extensive marketing and media campaign that includes online ads, e-flyers, and a season brochure, in addition to promoting each individual event. Our promotional materials are distributed electronically to over 73,000 subscribers, a number that has more than doubled since last year thanks to our use of ymlp.com (Your Mailing List Provider). We also distribute flyers, postcards, and other promotional materials to restaurants, hotels, clubs, shops, venues, community organizations, and local businesses.

FUNDarte places strategic ads in print and online forums during the run-up to each event. We maintain

an established press sponsorship with the Miami Herald/El Nuevo Herald, as well as partnerships with the Miami New Times, Miami Art Guide, Culture Owl, and ArtBurst.

We typically air about 20-30 radio spots, and an average of about 30 TV spots, to promote OITT events yearly, through promotional support agreements and opportunities with various media outlets including Mega TV, Mira TV, WLRN, and WDNA. We broadcast ads on The Beach Channel, reaching both tourists and local audiences interested in Miami Beach events. FUNDarte also secures aired artist interviews on radio and TV, generating a community buzz. These free and low-cost media advertising opportunities help us target visiting and local audiences in both English and Spanish.

FUNDarte's marketing materials reach general and LGBT audiences via English and Spanish-language print and broadcast media, as well as niche marketing via a detailed marketing and media plan beginning in the weeks leading up to the event. The FUNDarte website and our social media accounts also provide updated event information to audiences prior to and during the festival.

Our combined social media platforms have a reach of over 120,000, and we publish key promotional articles in national LGBT print and online platforms, heightening resident and visitor outreach to LGBT tourists. Our marketing campaign encourages and informs visitors before and during their stay in Miami. Our promotional reach is further amplified thanks to strategic partnerships with other local arts and culture organizations, particularly through co-branding and promotions with key LGBT organizations such as Miami Beach Pride, and email blasts donated by our established promotional partners including Centro Cultural Español, Miami Light Project, Miami Beach Botanical Garden, and others. Local LGBT non-profits such as Unity Coalition support OITT with complementary ad placement in their Ambiente magazine.

FUNDarte also partners with Miami Beach Pride by hosting an OITT booth at the Miami Beach Pride event just prior to OITT, building visibility among visiting and local members of the LGBT community. We reach local seniors and youth by taking advantage of the County's Golden Ticket and Culture Shock programs, and through our OITT senior workshops offered at Lambda Living Center for LGBT seniors.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

One of FUNDarte’s primary broadcast media sponsors is Mega TV who, through its chain of Spanish-language radio and TV stations, provides in-kind airtime for our promotional videos, reaching our targeted Hispanic/Latinx audiences. Our established local radio sponsors, WLRN and WDNA, also provide complementary on-air artist interviews, in-kind promotion, and free mention of our events on their community calendars.

Our media sponsors receive prominent logo presence at all of our season’s events in exchange for their support. Through these established media sponsorships, FUNDarte’s marketing efforts reach the widest distribution and secure the maximum visibility possible among locals and visitors to the area.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

900000

3a. How was the above estimate determined?

FUNDarte calculates the marketing reach of our OITT TV and radio ads, promotional materials, artist interviews, and calendar mentions, based on our media partners' calculated broadcast audience per spot, per their annual audience reach reports. While it is difficult to project audience reach in advance, FUNDarte has calculated this estimate of reach using final reported audience numbers for FY2018-2019, and factoring in a growth rate of 3.4% based on the average increase in subscribers to our e-flyer newsletter and combined social media pages. While this calculation represents a modest projection combining radio and TV spots estimated for this event, given the dramatic increase in our subscriber list over the past year, we believe it represents the minimum number of audience members that our OITT 2020 marketing campaign will impact.

TDC - Tourism Impact Projections

Completed - Feb 28 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

1778

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

22

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	905	6
Out of County	445	0
Out of State	300	0
Foreign	128	16

TOTAL Projected # of Audience Attending:

1778

TOTAL Projected # Performing/Instructing:

22

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

FUNDarte has secured an ongoing partnership agreement with The Broadmoor Hotel in Miami Beach that provides us with discounted room rates for all of our visiting artists for OITT, in addition to all of our yearly cultural events. The Broadmoor will also extend a discounted rate to local and out of town guests attending OITT festival events. We anticipate a total number of 100 hotel nights for OITT 2020, with 84 of those nights occupied by 16 artists (12 single rooms & 2 double rooms) who will be participating in the festival for six nights each, and the other 16 nights calculated for out of town guests who will be attending the festival. Artist room estimates are based on the actual number of scheduled artist agreements for 2020, and the guest estimate is based on last year's number of out of town guests, calculating the percentage of those that we estimate to be overnight guests staying in local hotels.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	84	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	103	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	84
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	The Broadmoor Hotel	103
Year 2:	The Broadmoor Hotel	88
Year 3:	Deauville Hotel	85

Performance Venue Locations and District Numbers

Completed - Dec 25 2019

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	On.Stage Black Box Theater at Miami Dade County Auditorium
Address - venue #1	2901 West Flagler St
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33141
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	North Beach Bandshell
Address - venue #2	7275 Collins Ave
City - venue #2	Miami Beach
State - venue #2	Florida
Zip Code - venue #2	33141
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	4
MUNICIPALITY CODES - venue #2	02 Miami Beach

Venue #3

Venue Name - #3	The Colony Theater
Address - venue #3	1040 Lincoln Road
City - venue #3	Miami Beach
State - venue #3	Florida
Zip Code - venue #3	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	5
MUNICIPALITY CODES - venue #3	02 Miami Beach

Venue #4

Venue Name - #4	Miami Beach Botanical Garden
Address - venue #4	2000 Convention Center Drive
City - venue #4	Miami Beach
State - venue #4	Florida
Zip Code - venue #4	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	5
MUNICIPALITY CODES - venue #4	02 Miami Beach

Venue #5

Venue Name - #5	Centro Cultural Espanol
Address - venue #5	1490 Biscayne Blvd
City - venue #5	Miami
State - venue #5	Florida
Zip Code - venue #5	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	3
MUNICIPALITY CODES - venue #5	01 Miami

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	The Broadmoor Hotel
Address - venue #6	7450 Ocean Terrace
City - venue #6	Miami Beach
State - venue #6	Florida
Zip Code - venue #6	33141
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	4
MUNICIPALITY CODES - venue #6	02 Miami Beach

Venue #7

Venue Name - #7	Miami Beach Senior High School
Address - venue #7	2231 Prairie Ave
City - venue #7	Miami Beach
State - venue #7	Florida
Zip Code - venue #7	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	4
MUNICIPALITY CODES - venue #7	02 Miami Beach

Venue #8

Venue Name - #8	Lambda Living Center
Address - venue #8	7275 NE 4th Ave #110
City - venue #8	Miami
State - venue #8	Florida
Zip Code - venue #8	33138
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	3
MUNICIPALITY CODES - venue #8	01 Miami

Venue #9

Venue Name - #9	Miami-Dade Gay & Lesbian Visitor's Center
Address - venue #9	1130 Washington Ave # 100
City - venue #9	Miami Beach
State - venue #9	Florida
Zip Code - venue #9	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	5
MUNICIPALITY CODES - venue #9	02 Miami Beach

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	4
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	FUNDATE, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration	\$0	\$19,000	\$19,000	
In-house/Salaried Personnel: Artistic	\$0	\$0	\$0	\$0
In-house/Salaried Personnel: Technical/Production	\$0	\$0	\$0	\$0
Contracted/Outside Artistic Fees/Services	\$0	\$20,000	\$20,000	\$0
Contracted/Outside Other Fees/Services	\$0	\$20,500	\$20,500	\$0
Marketing: ADV/PR/Printing/Publications	\$14,400	\$7,600	\$22,000	\$4,800
Marketing: Postage/Distribution	\$600	\$300	\$900	\$0
Marketing: Web Design/Support/Maintenance	\$0	\$500	\$500	\$700
Travel: In County	\$0	\$5,520	\$5,520	\$0
Travel: Out of County	\$0	\$10,805	\$10,805	\$0
Equipment Rental	\$0	\$0	\$0	\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$0	\$1,500	\$1,500	\$0
Equipment Purchase	\$0	\$0	\$0	\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.	\$0	\$0	\$0	\$0
Space Rental	\$0	\$3,000	\$3,000	\$0
Space Rental / for Performance, Exhibitions, Events, etc.	\$0	\$2,000	\$2,000	\$6,500
Mortgage/Loan Payments	\$0	\$0	\$0	
Insurance	\$0	\$0	\$0	\$0
Insurance / for Performance, Exhibitions, Events, etc.	\$0	\$400	\$400	\$0
Utilities	\$0	\$1,000	\$1,000	\$0
Fundraising/Development (Non-Personnel)	\$0	\$0	\$0	\$0
Merchandise/Concessions/Gift Shops	\$0	\$0	\$0	\$0
Supplies/Materials	\$0	\$900	\$900	\$0
Other Expenses (Itemize Below)				
Lodging	\$0	\$6,450	\$6,450	\$2,520
Documentation (video and photo)	\$0	\$500	\$500	\$505
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$99,975	\$114,975	\$15,025
TOTAL EXPENSES (Cash plus In-Kind)	\$130,000			
GRANT REQUEST	\$15,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$23,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	FUNDate, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$16,772		15%
Memberships	\$0		0%
Tuitions/Enrollment Fees	\$0		0%
Contracted Services: Outside Programs/Performances	\$0		0%
Contracted Services: Special Exhibition Fees	\$0		0%
Contracted Services Other	\$0		0%
Rental Income	\$0		0%
Corporate Support	\$11,500	\$10,000	10%
Foundation Support	\$26,000		23%
Private/Individual Support	\$2,000	\$5,025	2%
Other Private Support: Special Event Proceeds	\$0		0%
Government Grants: Federal (Itemize below)			
National Endowment for the Arts	\$20,000		17%
			0%
			0%
Government Grants: State (Itemize below)			
State of Florida Division of Cultural Affairs General Program Support Grant FY 19-20	\$5,235		5%
			0%
			0%
Government Grants: Local (Itemize below)			
City of Miami Beach Dept. of Cultural Affairs Cultural Presenters FY 19-20	\$18,468		16%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%

Application: Global Arts Project, Inc.

Rafael Solano - rafa.globalartsproject@gmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000249

Last submitted: Apr 30 2020 04:56 PM (EDT)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

7500

Staff Recommendation:

\$ 2,500

Organization Name:

Global Arts Project, Inc.

Project Title:

Artscape

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April, 27th 2020

Primary Event Location:

Collins Park

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support the April performance in the Artscape concert series. Four (4) performances representing culturally diverse music forms at Collins Park. All performance are from 4 - 7pm on the last Sunday of the month in February, March, April, and September

Previous TDC Funding:

\$2,500 (18-19); \$2,500 (17-18); \$2,500 (16-17)

Other Government Funding:

Miami Beach CAC - \$18,260

Community Grants - \$6,306

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 25 2020

TDC Grant Program

Organization Name:

Global Arts Project, Inc.

1. State the organization's mission

Global Arts Project, Inc. is a nonprofit organization that offers a voice for promoting a vibrant cultural Society by facilitating, empowering and advocating for the Performing Arts. We organized a variety of events that bring people together, create volunteering opportunities, and help make a difference in the community.

2. Provide an organization history

Global Arts Project was founded in 2015 by Kimberly Chmura and Rafa Solano who have both been active professionals in the music business for 35 years

The Global Arts Project (GAP's) primary goal is to offer performing arts programming that entertains & educates, promoting a vibrant cultural community by facilitating and advocating for the arts. "The Artscape Concert Series" is a set of free concerts to be held in Collins Park on four Sundays, Feb, March, April, September, and October.

Global Arts Project has strong working relationships with a nationally recognized network of artists and presenters. We have seen most of the artists in concert beforehand. We meet the artists face to face in advance of the concert in order to leverage viable trust relationships in the production of the music event. Governed by our mission statement, we provide community-wide access to live performing arts. GAP is interested in innovative music forms that are on the "front lines" of their musical genres and that respond to the South Florida community in all of its diversity.

We make rich musical expression in all of its "flavors" available to all socioeconomic levels - and to the whole family. Full access is provided to those members of the community with disabilities as well.

Artists that GAP has presented in the past include Brandford Marsalis, Will Calhoun, Mino Cinelu, Donald Harrison, Rachell Ferrell, Dr. Michael White, Marc Cary, Charnett Moffett, Stanly Jordan, Dave Valentine, Ritchie Flores, Gerald Cannon, David Gilmore, Vivian Sessoms, Sammy Figueroa, Tito Puente Jr. Terry Lynne Carrington, and many more. We have been curating Jazz@MOCA, for the Museum of Contemporary Art, for over ten years. Refer to the attached portfolio for a summary of the nationally and internationally

recognized artists whose concerts have been produced by GAP and KCC Productions.

Previously, the Collins Park Neighborhood Association had presented programs under the Artscape name, but hadn't used it in a few years. The Artscape Concert Series is their trademark and is now programmed by GAP. With the CPNA we are raising awareness for the beautiful park and access to free music.

2015-16 was GAP's first major presentation which included four concerts outdoors in Collins Park on selected Sundays.

Performances in the 2020 season includes:

2/23/20 - John Daversa Beatle's big band Mardi Gras

3/29/20 - Hot Brass w/ Debbie Pierce International Women's Month

4/26/20 - Karina Iglesias International Jazz Day

9/27/20 - Jose Fajardo Jr. Hispanic Heritage

Artist profiles uploaded as attachment

As part of GAP's mission and education outreach commitment, each concert begins with a student jazz ensemble. For the 2 seasons, the Student Jazz Ensemble performed under the direction of Ed Calle, Ph.D., Grammy winner and five-time nominee, who currently chairs the department of arts and philosophy at Miami Dade College North Campus, performed. The group has played with Gloria Estefan, Julio Iglesias, Arturo Sandoval, Jon Secada, Vanessa Williams, and Frank Sinatra, among other notable performers.

Artscape features a farmer's market on site presented by the Market Company. Vendors will be selling fresh fruit and vegetables, smoothies, and prepared foods such as ceviche, empanadas, and crepes. We will again partner with Dr Calle and Miami Dade College Music department to include performances by student musician ensembles.

3. Website:

www.globalartsproject.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	0
b. Part-time employees:	2
c. TOTAL PAID EMPLOYEES:	2
d. Number of volunteers:	15
e. TOTAL STAFF (total paid + number of volunteers):	17

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

4th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division A: \$50,000 or less (max. request of \$5,000)

8a. Grant Amount Requested:

\$ 7500

9. Project Title:

Artscape at Collins Park

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the April performance in the Artscape concert series. Four (4) performances representing culturally diverse music forms at Collins Park. All performance are from 4 - 7pm on the last Sunday of the month in February, March, April, and September

10a. Actual Project Start Date:

Apr 27 2020

10b. Actual Project End Date:

Apr 27 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April, 27th 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 82236

12. Total Project Revenues:

\$ 82236

13. Total Organization Operating Budget:

\$ 99236

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

**We will have the performances added to the Culture Shock website
And, all performances are free and open to the public**

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

**We didn't get the info in before the book was published.
And, all performances are free and open to the public**

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	35
# of Youth (Ages 13-17):	30
# of Young Adults (Ages 18-22):	25
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	90

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	800
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	12

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

902

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	2
# of Young Adults with Disabilities (Ages 18-22):	4
# of Adults with Disabilities (Ages 23 and above):	50

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 13 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Artscape takes place on the last Sundays in February, March, April, and September of 2020. This proposal is for the April 27th date only. Collins Park in Miami Beach will be transformed into a beautiful outdoor music venue. The concert series is takes place on the Great Lawn between the Bass Museum and Collins Avenue and features five (5) culturally diverse performances, 1 (one) of which fall under this grant time period.

All performances in the Artscape Series are free and are designed to entertain audiences of all backgrounds and ages. We also do specific outreach that is inclusive of those with disabilities (access is provided).

The series is designed to educate attendees about culturally diverse music forms that reflect the cultures and countries from which a large percentage of South Floridians hail.

Through this artistic soundscape, GAP brings diverse people together to enjoy and share in the richness of the many different cultures, heritages, and ethnic backgrounds that makes up the South Florida community.

The convenience of the days and times the concerts are offered (Sunday afternoons) allows the whole family to enjoy a free afternoon of Culture. We continue to partner with the Bass Museum for their family day which offers free admission and children's activities inside the museum from 2-4 pm. The Artscape performances are from 4-7. Perfect fit!

New for 2020

- An Artisan market on site featuring 8 vendors. - NO GRANT FUNDS WILL BE USED FOR THIS
- Miami artists or DJ to open all performances.
- FREE - Painting with a twist small canvas painting and face-painting. - NO GRANT FUNDS WILL BE USED FOR THIS

Guests are encouraged to bring chairs, blankets, and a lunch basket, or buy from a local merchant or the Artisan Market, to fully enjoy the beautiful outdoors and spectacular music.

All of the performances will take place in Collins Park in Miami Beach located on the Great Lawn between the Bass Museum and Collins Avenue.

All performances are from 4 - 7pm

February 23, 2020 - John Daversa Beatle's Big Band March 29, 2020 - Hot Brass w/ Debbie Pierce

April 26, 2020 - Maria Rivas I

September 27, 2020 - Jose Fajardo Jr.

All performances will be free and open to the public and appropriate for the entire family. Artists and dates previously mentioned.

These performances are produced for all of Miami-Dade County residents as well as visitors. We are working to partner with some churches and community organizations to provide transportation given parking and access is not always easy. Since the performances are free, it is a great way for a family to spend the day.

The funded performance is April 27th and features Karina Iglesias to celebrate International Jazz Day Born and raised in Miami, Florida to Honduran parents, Karina Iglesias' sound mirrors the diverse musical and cultural influences that have shaped her character and forged her individuality as an artist. With a style equally informed by rhythm & blues, boleros, gospel and hip-hop Karina delivers her performances with the intimacy of a deep soul crooner and the conviction and drive of a dauntless female singer/songwriter.

Bio attached as an upload

Grant funds will be used to pay Outside fees Marketing and Equipment Rental.

Kimberly Chmura and Rafa Solano, founders of GAP are the logistical and producing partner. Artist bios and key personnel bios are attached for all performances as uploads.

TDC - Marketing Details

Completed - Dec 22 2019

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

The Marketing plan consists of a combination of paid ads, strategic partnerships, targeted social media, blogs and radio & tv appearances. Radio spots on WDNA (18 per performance) as well as email blasts and an on-air interview with artists for each of the five performances, WLRN spots and appearance and Six in the Mix TV appearance.

Selected advertisements will appear in Jazz Times, the Miami New Times, El Herald, Miami Herald, Miami Today, Sun Sentinel, Spingo.com, and other selected publications.

Press releases are written and distributed to Major media Outlets as well as over 70 different blogs that feature music and Jazz. Samplings of those blogs include Jazz World quest, Miami Art Scene, Jazz Times, Concerts Florida, as well as Arts calendars in South Florida, Craigslist and Facebook. Posting online and utilizing social media platforms allows us to maximize our marketing dollars.

For 19-20 we are documenting every performance to enhance marketing efforts.

Partnerships with the GMCVB, local hotels and chambers of commerce will enhance our outreach.

Additional partnerships include: South Florida Jazz Organization that has been presenting for more than 25 years, Arts Garage in Delray Beach, Previous coverage included as attachment on Video & Photo links

Detailed Marketing Timeline attached

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Committed Radio

WDNA is committed

WLRN Interview Evening Jazz

Committed TV

NBC6 - Six in the Mix

The Beach Channel

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

1000000

3a. How was the above estimate determined?

Advertising information provided by the stations, Facebook estimates, blog traffic

TDC - Tourism Impact Projections

Completed - Feb 25 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

890

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

12

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	500	12
Out of County	150	0
Out of State	130	0
Foreign	110	0

TOTAL Projected # of Audience Attending:

890

TOTAL Projected # Performing/Instructing:

12

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

We have confirmed a room block with 50 room nights at The Mantel based on last year's numbers. We are still finalizing the numbers for South Beach Hotel Group and will have that by panel meeting.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	50	
# of hotel room nights anticipated to be booked:	20	
Actual number of hotel room nights used last year:	45	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	50

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Mantel	45
Year 2:	Mantel, South Beach Hotel Group	65
Year 3:	Mantel, South Beach Hotel Group, Catalina, Riviera, Tradewinds, Lincoln Arms	58

Performance Venue Locations and District Numbers

Completed - Dec 22 2019

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Collins Park
Address - venue #1	2100 Collins Ave
City - venue #1	Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Global Arts Project, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:				
Administration		\$17,000	\$17,000	
Artistic				\$0
In-house/Salaried Personnel:				
Technical/Production				\$0
Contracted/Outside Artistic Fees/Services		\$13,950	\$13,950	\$2,500
Contracted/Outside Other Fees/Services	\$1,000	\$8,151	\$9,151	\$2,500
Marketing: ADV/PR/Printing/Publications	\$1,500	\$2,500	\$4,000	\$12,000
Marketing: Postage/Distribution				\$0
Marketing: Web Design/Support/Maintenance	\$2,000	\$2,500	\$4,500	
Travel: In County				\$0
Travel: Out of County				\$0
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$3,000	\$16,500	\$19,500	
Equipment Purchase				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.				\$0
Space Rental				\$0
Space Rental / for Performance, Exhibitions, Events, etc.		\$6,000	\$6,000	
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.		\$800	\$800	
Utilities		\$2,640	\$2,640	
Fundraising/Development (Non-Personnel)		\$900	\$900	
Merchandise/Concessions/Gift Shops				\$0
Supplies/Materials		\$750	\$750	
Other Expenses (Itemize Below)				
Plumbing affidavit		\$300	\$300	
Security		\$1,260	\$1,260	
Refreshments		\$960	\$960	
Parking		\$325	\$325	
Sanitation		\$200	\$200	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

SUBTOTALS:	\$7,500	\$74,736	\$82,236	\$17,000
TOTAL EXPENSES (Cash plus In-Kind)	\$99,236			
GRANT REQUEST	\$7,500			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$19,640			
IN-HOUSE / SALARIED PERSONNEL: ADMINISTRATION CALCULATOR				
Grant Request	\$7,500			
Percentage Allowed for Administrative Support	25%			
MAXIMUM GRANT REQUEST ALLOWED TO COVER IN-HOUSE / SALARIED PERSONNEL	\$1,875			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Global Arts Project, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$12,000	\$12,000	15%
Foundation Support	\$25,000		30%
Private/Individual Support	\$9,430	\$5,000	11%
Other Private Support: Special Event Proceeds	\$3,740		5%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
			0%
			0%
Government Grants: Local (Itemize below)			0%
Miami Beach CAC	\$18,260		22%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
			0%
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Community Grant	\$6,306		8%
			0%
			0%
		Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$74,736	\$17,000	9%
GRANT REQUESTED	\$7,500		
CASH REVENUES + GRANT REQUESTED	\$82,236		
TOTAL REVENUES (Cash plus In-Kind)	\$99,236	TOTAL IN-KIND %	21%
BUDGET SUMMARY			
			Revenues minus Expenses All totals must = \$0
Cash Expenses	\$82,236	Cash Revenues	\$82,236
+ In-kind Expenses	\$17,000	+ In-kind Revenues	\$17,000
= TOTAL EXPENSES	\$99,236	= TOTAL REVENUES	\$99,236
			\$0
			\$0
			\$0

Application: Greater Miami Festivals & Events Association, Inc.

Roberta DiPietro - rdipietro@bellsouth.net
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000269

Last submitted: Apr 1 2020 11:58 AM (EDT)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 5,000

Organization Name:

Greater Miami Festivals and Events Association, Inc.

Project Title:

8th Festivals & Events Annual Production

Project Type / Category:

Special Events / Promotions

Funding Category:

Shoulder Season

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

June 10, 2020

Primary Event Location:

The Fair Expo Center

County Commission District - Primary Event Location:

11

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support GMFEA's 8th Annual Festivals & Events Production. It will take place at The Fairgrounds Expo Center on June 10, 2020. The event will provide educational workshops, promote artists, craftsmen, performers and support vendors to the festival and event producers in the region. TDC funds will enhance the tourism attractiveness of this project through enhancing the quality of festivals and events produced in Miami-Dade County and create a "trickle down" tourism impact.

Previous TDC Funding:

\$5,000 (18-19); {End of cycle - \$5,000 (17-18)}; \$5,000 (16-17); \$5,000 (15-16); \$5,000 (14-15); \$5,000 (13-14)

Other Government Funding:

Service Organization - \$5,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Greater Miami Festivals and Events Association, Inc.

1. State the organization's mission

The Greater Miami Festivals & Events Association (GMFEA) is a not-for-profit corporation representing the broad spectrum of South Florida's multi-ethnic community. Its member organizations maintain a commitment to producing excellent public celebrations and to expressing and championing this community's cultural diversity.

2. Provide an organization history

The Greater Miami Festivals & Events Association (GMFEA) is a not-for-profit corporation representing the broad spectrum of South Florida's multi-ethnic community. Its member organizations maintain a commitment to producing excellent public celebrations and to expressing and championing this community's cultural diversity.

Incorporated in December 1985, GMFEA is comprised of South Florida's major annual festivals with the central purpose of promoting the year-round schedule of special events to residents and visitors. Currently, the Association's membership totals more than 100 festivals and special events groups, public agencies and institutions, and area businesses, with an aggregate annual attendance to their events in excess of 3.5 million participants. These members represent and are involved in producing an incredibly diverse range of community celebrations including major arts, film, literary and culinary events, parades, street festivals and fairs, youth sporting competitions, and historic, environmental, national and ethnic awareness events.

GMFEA provides opportunities to exchange information, management and promotional techniques and resources among festival organizers both large and small through membership affiliation and communication on a regular basis. Workshops, Behind the Scenes tours, networking events and renowned speakers are some of the benefits provided to members. GMFEA has also proven itself to be a powerful, effective lobbying and advocacy force when collectively addressing issues affecting its members and/or their activities at the local, regional and state levels.

The Association published the "Festivals of Miami" brochure in 1994 to portray and promote, for the first time within one cover, Miami's dynamic year round schedule of festivals and special events. This

brochure provided residents and visitors with a colorful month-by-month picture of the rich variety of Greater Miami's multi-ethnic public celebrations. The Association currently assists in the publication of a comprehensive calendar of festivals and special events, in cooperation with the Miami-Dade Cultural Affairs Council and the Greater Miami Convention and Visitors Bureau, which is distributed nationally and internationally.

In addition to the above activities, the Greater Miami Festivals & Events Association is an active member of the International Festivals & Events Association (IFEA), a service organization whose membership is comprised of festivals from all over the world including the Royal Tournament of London, the Pasadena Tournament of Roses, the Kentucky Derby, the Anchorage (Alaska) Fur Rendezvous, and the French Quarter Festival in New Orleans. The Greater Miami Festivals & Events Association hosted the 1990 annual convention

of the IFA at the Sheraton Bal Harbour, the most successful convention in IFA history.

In 2013, the organization hosted its First Annual Conference & Exhibition, which sold out and received accolades from the event production community. The success of the event implemented an expansion of the plans for the 2014 event which included an increase in the number of vendors, attendees and for the first time community performances. The Third annual conference in 2015 was an even greater success with mainline industry professionals and performance organizations participating. One of the highlights was the opening session, a dialog with Lee Schragger of South Beach Wine & Food Festival and Evan Benn, Food editor of the Miami Herald - there was standing room only. The 2016 conference include a great expansion of the project with Keynote speaker Patrick Armstrong President and CEO of the Kentucky Derby Museum and former Senior Vice President of marketing and Development of the Kentucky Derby presented a case study of innovative event ideas and a panel from The Coconut Grove Arts Festival - presenting "Unveiling the Tricks" - tips on all aspects of event production. In 2017 & 2018 the event moved to a new venue and featured nationally renowned speakers Larry Weil "The Sponsorship Guy" and Nick Borelli "Event Marketing Strategist, respectively. This move allowed for an addition of "value added session" round tables tailored for individual events which brought in more interest and higher attendance. The 2019 event was sold-out and has indicated that a change in venue was necessary. The Speakers from ULTRA Music Festival and the Super Bowl Host Committee and the quality of the performers were regarded as one of the most valued offerings to date. As GMFEA celebrates its 35 year of service to the event community the plans for 2020 promises more development design to reach broader audiences.

3. Website:

www.festivalsmiami.com

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	0
b. Part-time employees:	2
c. TOTAL PAID EMPLOYEES:	2
d. Number of volunteers:	20
e. TOTAL STAFF (total paid + number of volunteers):	22

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Shoulder Season

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division A: \$50,000 or less (max. request of \$5,000)

8a. Grant Amount Requested:

\$ 5000

9. Project Title:

8th Festivals & Events Annual Production

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support GMFEA's 8th Annual Festivals & Events Production. It will take place at The Fairgrounds Expo Center on June 10, 2020. The event will provide educational workshops, promote artists, craftsmen, performers and support vendors to the festival and event producers in the region. TDC funds will enhance the tourism attractiveness of this project through enhancing the quality of festivals and events produced in Miami-Dade County and create a "trickle down" tourism impact.

10a. Actual Project Start Date:

Jun 1 2020

10b. Actual Project End Date:

Jun 10 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

June 10, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 43000

12. Total Project Revenues:

\$ 43000

13. Total Organization Operating Budget:

\$ 96360

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

Not Applicable - Our event is for event industry entities. Our ticket prices include breakfast and lunch. It would cost us more than what Culture Shock tickets could provide in our revenue. We do have Student prices that only cover the cost of the food.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

Not Applicable - Our event is for event industry entities. Our ticket prices include breakfast and lunch. It would cost us more than what Culture Shock tickets could provide in our revenue.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	5
# of Youth (Ages 13-17):	20
# of Young Adults (Ages 18-22):	25
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	50

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	240
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	35

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

325

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	5
# of Young Adults with Disabilities (Ages 18-22):	5
# of Adults with Disabilities (Ages 23 and above):	5

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 27 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The 8th Festivals & Events Annual Production will provide educational workshops, promote artists, craftsmen, performers and support vendors to the festival and event producers in the region. This will enhance the tourism attractiveness of this project through enhancing the quality of festivals and events produced in Miami-Dade County and create a "trickle down" tourism impact as more than 100 member event organizations discover new means to enhance and market their events to tourists. This event is

open to all members of the community. Most attendees will be event production industry professionals. Due to the success and sold out event last year the event has been relocated to The Fair Expo Center in Miami for the event to be held on June 10, 2020 with an expected audience of about 325 attendees. The 2020 plans include: Educational workshops on the “nuts and bolts” of event planning including effective marketing strategies, sponsorship development, logistics implementation and a repeat of a very successful add-on, a workshop for vendors. An exhibition hall will be full of vendors available to enhance events. It is anticipated that booths will range from food vendors, craftsmen, visual artists, communication specialists, staging companies, equipment rentals including Porta-Potties!; The event will culminate with a performance showcase that will highlight local & regional performing artists and will be open to the general public. The main focus will be the promotion of local & regional artistic personnel to booking entities from small street fairs to large cultural events. Professional artists will be given a stipend to perform a short version of the type of work they would bring to an event. This will wrap up the conference with an extraordinary compilation of artistic talent. The objectives are to increase “bookings” for local artists. This year an expansion of the “After Event” round tables will include one-to-one appointment slots with professionals in a variety of event support for individual consultation on attendee’s event. In addition there will be round tables on a variety of topics from working with volunteers to fundraising and sponsorship. Ticket prices will range from \$45 to \$125, special prices for students.

While this event will only attract a few local spectators, the knowledge gained by our Greater Miami event producers will be used in their marketing and planning to increase tourism to their events. Increasing the quality of the events we produce as a County is a goal that will enhance the attractiveness of attendance to our destination tourists or as add-ons to tourist’s itinerary. One of the topics will be on the importance and implementation strategies of conducting event surveys. These surveys will include ways to track tourists.

The marketing will be broad range to include direct mail, email, social media, print advertising and personal outreach all highlighting the keynote speaker, panelists, performers and vendors. This year we have a team that is going to expand outreach to include broader inclusion of producers of neighborhood and city sponsored events through mentorship and team development. We are also expanding our outreach through personal contacts with producing organizations. We anticipate that the Miami Herald will be our main media sponsor again this year. And again we will use FB ads, which have proven to be successful in reaching the targeted audience. We attract many visitors from outside the area that want to learn, perform or showcase their products. We anticipate that the host hotel The Comfort Inn & Suites Kendall will also be a sponsor of the event and we will block 20 room nights there for the event for these visitors. We anticipate press coverage for this event will be limited. Some of the local papers have covered the event.

The production committee includes representatives of the major festivals and event producers and event

support personnel in our community including, Coconut Grove Arts Festival, Art Deco WeekEnd, TouchPoll South Florida, MacManda Media, The Fair etc. This team has developed a detail timeline outlining critical dates for marketing distribution, logistical items needed. The General Major items include Theme, venue and Speaker confirmations and marketing initiatives will begin in Jan. February will focus on Sponsorship development, website registration, call for actors and vendors. March will continue with push for registrations and continued marketing. April and May will continue marketing plans and implement all logistics. June will hold the event and start evaluation of the event. July a full follow up report will be produced. Through enhancing the events produced by the Event industry in Miami, more tourists will be drawn to Miami-Dade as the primary focus of their travel as well as auxiliary items for their itinerary.

TDC - Marketing Details

Completed - Feb 27 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

The marketing will be broad range to include direct mail, email, social media, print advertising and personal outreach all highlighting the keynote speaker, panelists, performers and vendors. This year we have a team that is going to expand outreach to include broader inclusion of producers of neighborhood and city sponsored events through mentorship and team development. We are also expanding our outreach through personal contacts with producing organizations. We anticipate that the Miami Herald will be our main media sponsor again this year. And again we will use FB ads, which have proven to be successful in reaching the targeted audience.

The Marketing plan is extensive and comprehensive and will include but not limited to:

A. Website and Email

- GMFEA website: Information will be promoted on the website with links where applicable.
- Emails: Our weekly "Where To Go This Weekend" will highlight the event to our distribution list.
- Targeted Emails: Emails will be targeted to specified audiences on a carefully tracked basis

B. Direct mail

- A series of direct mail promotions will be sent regarding the event. All mail pieces will direct recipients to the event page on the website for specific information.

The series will include:

- o Save the date mailer
- o Speaker Announcements
- o Preliminary agenda and list of exhibitors
- o Registration packet

C. Publicity

- News releases about the Production will be distributed to local newspapers and trade publications.

D. Media

- Radio Interviews
- Returning Media Sponsors – Miami Herald has been asked to return as a sponsor.

The Community News covers the event.

E. Social Media

- A Social Media committee has been instituted to increase the reach of our campaign
- Multi-level campaigns will be instituted - including Facebook; Youtube; Twitter; Pinterest, Instagram etc.
- Big Mouth Girlz are anticipated to return as a Social Media Sponsor

F. Personal solicitations

- Personal contacts will be made to prospective attendees, performers and vendors.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

No radio or TV media sponsors have committed to covering the event as of now. Generally the Community News covers and supports the event. It is unlikely, under the current circumstances, that the Miami Herald will be able to be a sponsor as we have anticipated.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

50000

3a. How was the above estimate determined?

Past statistical analysis of promotional efforts.

TDC - Tourism Impact Projections

Completed - Feb 27 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

290

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

35

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	250	23
Out of County	40	10
Out of State	0	2
Foreign		

TOTAL Projected # of Audience Attending:

290

TOTAL Projected # Performing/Instructing:

35

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Hotels will be promoted through communications regarding the event that will be sent by email and posted on website and social media.

Anticipated Hotels & Room night projections:

Comfort Inn & Suites Kendall - 20 Room nights

Room nights are based on past participation.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:		20
# of hotel room nights anticipated to be booked:	20	
Actual number of hotel room nights used last year:	13	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	20

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Holiday Inn Express	13
	Trump International	6
Year 2:	Don Shula Hotel	15
Year 3:	Don Shula Hotel	19

Performance Venue Locations and District Numbers

Completed - Jan 10 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	The Fair Expo Center
Address - venue #1	10901 Coral Way
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33165
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	11
MUNICIPALITY CODE:	30 Unincorporated
STATE SENATE (UPPER) DISTRICT NUMBER:	39
STATE HOUSE (LOWER) DISTRICT NUMBER:	116

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:				
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration				\$0
In-house/Salaried Personnel: Artistic				\$0
In-house/Salaried Personnel: Technical/Production				\$0
Contracted/Outside Artistic Fees/Services	\$1,000		\$1,000	\$1,000
Contracted/Outside Other Fees/Services	\$2,000	\$10,000	\$12,000	
Marketing: ADV/PR/Printing/Publications	\$2,000	\$4,000	\$6,000	\$1,700
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance		\$1,000	\$1,000	\$500
Travel: In County		\$1,200	\$1,200	
Travel: Out of County				\$0
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$2,500	\$2,500	\$2,500
Equipment Purchase				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.				\$0
Space Rental				\$0
Space Rental / for Performance, Exhibitions, Events, etc.		\$9,000	\$9,000	\$3,000
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.		\$350	\$350	
Utilities				\$0
Fundraising/Development (Non-Personnel)				\$0
Merchandise/Concessions/Gift Shops				\$0
Supplies/Materials		\$1,750	\$1,750	
Other Expenses (Itemize Below)				\$0
				\$0
				\$0
				\$0
				\$0
SUBTOTALS:	\$5,000	\$30,300	\$35,300	\$7,700
TOTAL EXPENSES (Cash plus In-Kind)	\$43,000			
GRANT REQUEST	\$5,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$0			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$6,000		17%
Memberships	\$3,000		8%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$16,000	\$7,200	45%
Foundation Support			0%
Private/Individual Support		\$500	0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
			0%
			0%
Government Grants: Local (Itemize below)			0%
Service Organization	\$5,000		14%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$300		1%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$30,300	\$7,700	14%
GRANT REQUESTED	\$5,000		
CASH REVENUES + GRANT REQUESTED	\$35,300		
TOTAL REVENUES (Cash plus In-Kind)	\$43,000	TOTAL IN-KIND %	22%

Application: Greater Miami Youth Symphony of Dade County, Florida, Inc.

DANIELA SANTANA - dsantana@gmys.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000260

Last submitted: Feb 28 2020 11:36 AM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Incomplete - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

(No response)

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

5000

Staff Recommendation:

(No response)

Organization Name:

Greater Miami Youth Symphony of Dade County, Florida, Inc.

Project Title:

Season Finale Concert

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization - For Profit

Date(s) of Event(s):

The concert is May 17, 2020.

Primary Event Location:

FIU Wertheim Auditorium

County Commission District - Primary Event Location:

11

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support the Greater Miami Youth Symphony's evening concert on May 17, 2020, at FIU's Wertheim Auditorium. It will be an all-French symphonic program of orchestral showpieces: Hector Berlioz' "Roman Carnival Overture," the colorful "L'Arlesienne Suites" by Georges Bizet, and Ernest Chausson's lovely "Poeme" for violin and orchestra. Violin soloist Charles Castleman, an internationally known performer now based at the University of Miami, is the featured soloist.

Previous TDC Funding:

(No response)

Other Government Funding:

(No response)

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 28 2020

TDC Grant Program

Organization Name:

1. State the organization's mission

The mission of Greater Miami Youth Symphony (GMYS) is:

INSTILL life-long values of discipline, teamwork, responsibility, respect, and cultural appreciation in young musicians, ages five through eighteen, through learning, rehearsing, and performing in a professional, positive environment.

ENRICH the cultural foundation of our community by reaching out to and recruiting young musicians from different cultural, ethnic and economic backgrounds.

TRAIN young people through teaching, rehearsals, and performances to function together as first rate orchestras, and ensembles that bring the communities together in outstanding music performances.

2. Provide an organization history

The Greater Miami Youth Symphony was founded in 1958 by Dr. Robert Strassburg, a musicologist at the University of Miami. It was initially a low-budget, parent-run organization which supported one orchestra, an advanced ensemble composed of the best young musicians drawn from around the county. It was known as the "All-Miami Youth Symphony." From 1966-76 the orchestra was under the aegis of the University of Miami, and at that time it was renamed "Greater Miami Youth Symphony," probably to reflect that many of its teaching staff were members of the Miami Philharmonic. The University severed the connection for budgetary reasons in 1976, and the orchestra became an independent nonprofit corporation. Eventually, under the leadership of former Executive Director Melissa Lesniak, GMYS began seeking grant funding and expanding its programs to encompass instrument classes, as well as multiple levels of orchestras and bands. Today it has eight different ensembles, one full after-school program that includes music instruction, thirteen after-school and weekend preparatory classes, and four summer camp programs, serving over 700 children annually. It receives both public and private grant support for scholarships which enable low-income children to obtain the benefits of musical instruction and ensemble membership. The highest level ensemble is a full symphony orchestra which, under the direction of respected performer and educator Huifang Chen, performs three or more public concerts annually for the benefit of Miami-Dade residents and visitors.

3. Website:

www.gmys.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	1
b. Part-time employees:	4
c. TOTAL PAID EMPLOYEES:	5
d. Number of volunteers:	30
e. TOTAL STAFF (total paid + number of volunteers):	35

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

First Time

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division A: \$50,000 or less (max. request of \$5,000)

8a. Grant Amount Requested:

\$ 5000

9. Project Title:

Season Finale Concert

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the Greater Miami Youth Symphony's evening concert on May 17, 2020, at FIU's Wertheim Auditorium. It will be an all-French symphonic program of orchestral showpieces: Hector Berlioz' "Roman Carnival Overture," the colorful "L'Arlesienne Suites" by Georges Bizet, and Ernest Chausson's lovely "Poeme" for violin and orchestra. Violin soloist Charles Castleman, an internationally known performer now based at the University of Miami, is the featured soloist.

10a. Actual Project Start Date:

May 17 2020

10b. Actual Project End Date:

May 17 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

The concert is May 17, 2020.

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 19,300

12. Total Project Revenues:

\$ 19,300

13. Total Organization Operating Budget:

\$ 776,944

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

We've been in the program for over ten years. We usually offer 20 tickets at \$5 for each of our major programs.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

We've been in the program for over ten years. We list our free concerts (at least 3 per year) in venues such as Pinecrest Gardens and public libraries, so of course there is no limit on the Golden Tickets for those events.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	20
# of Youth (Ages 13-17):	120
# of Young Adults (Ages 18-22):	40
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	180

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	410
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	10

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

600

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	25
# of Young Adults with Disabilities (Ages 18-22):	6
# of Adults with Disabilities (Ages 23 and above):	62

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 28 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The Greater Miami Youth Symphony is planning a major symphonic concert program of French orchestral masterpieces featuring an internationally-known soloist. The program is Berlioz' Roman Carnival Overture, Bizet's L'Arlesienne Suites, and Ernest Chausson's ethereal Poeme for violin and orchestra, all famous and beloved works in the classical repertoire. The soloist is violinist Charles Castleman, who has a worldwide reputation and a significant following of his own. The venue is Florida International

University's Wertheim Auditorium, easily accessible from the Florida Turnpike and other major arteries, with plenty of inexpensive parking. The date and time will be Sunday, May 17th, 2020, at 7 pm—not a holiday weekend, not much traffic, and a great time to attend a concert. The musical selections will appeal to classical musical lovers and particularly to South Florida's large and active French-speaking community, as well as vacationers.

While GMYS has been giving public concerts for 61 years, its current emphasis is on reaching a larger audience through choosing eminent soloists and advertising much more heavily. At its last big concert, in December 2019, significant numbers of attendees came from Broward and Palm Beach Counties. Ticket prices will be a modest \$20 for adults, \$10 for seniors and students. We anticipate an audience of 350 or more, with about 75 of them from outside Miami-Dade County. We use Eventbrite, which will allow us to track advance ticket buyers, and for those who purchase on the spot we use informal surveys and interviews, so that we can determine where these attendees reside.

GMYS has an email list of over 5000 fans who receive our ads, and an extensive press and media e-mail list to whom we send press releases. We will provide our flyers to hotels within easy reach of the venue. We intend to purchase radio ads on WLRN or WDNA, as well. For this concert, we plan to provide our flyers to the French and Canadian consulates in Miami, as well as Francophone organizations throughout South Florida including "Alliance Francaise," "Francais de Floride," "Miami-Brickell French Language Meetup," Fort Lauderdale's "South Florida Francophone Club," Palm Beach Gardens' "French Speaking Group," and many smaller ones, as well as placing our materials in French restaurants in Miami-Dade, Broward and Palm Beach Counties. We believe that this novel targeted strategy will attract both locals and non-locals. In addition, we will leverage the international reputation of soloist Charles Castleman to seek press coverage in blogs and magazines dedicated to the arts.

Because we do not know where our audience will come from nor whether, if they stay overnight, they would prefer to be in a tourist center area or near the venue, we do not have rooms reserved, nor do we have hotel sponsors or media sponsors. For classical music lovers, there are no events that weekend by Florida Grand Opera, Miami City Ballet, or New World Symphony, and no classical concerts in the Arsht Center. Mothers' Day is past, and Memorial Day still to come. Accordingly, this is probably not a high occupancy weekend, nor does it offer much for classical fans. Any visitors we can attract through our programming would be especially welcome.

Funding for graphic design, printing, media campaigns, and purchasing ads has always been a challenge for our organization. TDC funding would enable us to hire design and marketing services that would help our event attract many more visitors. No other organization is involved in producing this event, except that Florida International University will supply stage equipment, lighting and a PA system as part of our auditorium rental fee. Planning for this event began last summer. Dedicated rehearsals with symphony coaches and our artistic director will start in April. Advertising design and preliminary mailings/emailings will begin in March, as will contacts with French organizations listed above. After the event on May 17th,

staff will do final accounting and reporting, and finish by May 30th.

TDC - Marketing Details

Completed - Jan 3 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Marketing plan for May Concert:

2 months in advance:

- Post information about concert in Culture Shock and Golden Ticket
- Contact French and Canadian consulates and South Florida organizations promoting French culture to ask for their cooperation and help.
- Create flyers and press release documents
- List event with Eventbrite so that ticket link can go on the flyers and press releases

1 month in advance:

- Post on digital calendars for Miami Herald, Sun Sentinel, Children's Trust, Palm Beach Post, and Miami New Times
- Email digital flyers to our general e-mailing list (about 5,000), and to school music teachers.
- Supply digital flyers and print flyers to French organizations and consulates, and confer with them; supply a few complimentary tickets to each.
- Have violin soloist furnish digital flyer to his own international contact list, which is extensive
- Purchase radio ads on WLRN and/or WDNA, ad schedule TBA but with more ad placements as we near the concert date
- Create event posting on GMYS Facebook page
- Purchase Facebook ad for 30 days to reach within 100-mile radius
- Create social media posts showing rehearsals, other info about concert, etc., and post something at

least twice a week until concert. Ask followers to share

- Distribute press release to our extensive media list.
- Have our musicians begin distributing flyers, both print and digital
- Place flyers in music stores, hotels, and other businesses near concert venue

1 week in advance:

- Re-send our digital flyer to entire fan base and to schools
- Give French consulates and organizations more complimentary tickets for promotion
- Re-send our press release to entire media list
- Enhance Facebook ad up until concert date
- Daily Facebook and Instagram posts about concert

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

We do not have a media sponsor, but we have received quotes from both WDNA and WLRN at reduced prices because we are a cultural nonprofit organization.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

330000

3a. How was the above estimate determined?

Public radio (WLRN or WDNA) -- 300,000 conservative estimate

Facebook ad with 100-mile radius, defined audience people interested in cultural events

-- 25,000 based on prior experience

Email ads sent by GMYS -- 4,000

Personal email contacts, forwarded electronic ads or posts -- 1,000

TDC - Tourism Impact Projections

Completed - Feb 28 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

590

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

10

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	350	90
Out of County	65	
Out of State	10	
Foreign		

TOTAL Projected # of Audience Attending:

425

TOTAL Projected # Performing/Instructing:

90

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Because the audience members may come from so many different sources, and we do not know their needs, we do not book hotel rooms, but allow the audience to choose their own hotels. Those who want to stay overnight may prefer to be near our venue, or they may want to be downtown or on Miami Beach. Thus, it is not practical for us to reserve space in any particular hotels for our audience. We will ask nearby hotels whether they want to be sponsors or be included in our advertising, for a reasonable charge. As this is our first application to TDC, we do not have a prior history to report. We do know that our December 2019 concert brought about 58 visitors from out of the county, and two from out of state, but we do not have data as to their use of hotels.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	0
# of hotel room nights anticipated to be booked:	0	2
Actual number of hotel room nights used last year:	0	0

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	n/a	
Year 2:	n/a	
Year 3:	n/a	

Performance Venue Locations and District Numbers

Completed - Dec 25 2019

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	FIU Wertheim Auditorium
Address - venue #1	10910 SW 17th Street
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33199
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	11
MUNICIPALITY CODE:	30 Unincorporated
STATE SENATE (UPPER) DISTRICT NUMBER:	39
STATE HOUSE (LOWER) DISTRICT NUMBER:	116

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:				
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$2,000	\$2,000	
In-house/Salaried Personnel: Artistic		\$4,400	\$4,400	
In-house/Salaried Personnel: Technical/Production				\$0
Contracted/Outside Artistic Fees/Services	\$2,500		\$2,500	\$1,000
Contracted/Outside Other Fees/Services		\$900	\$900	
Marketing: ADV/PR/Printing/Publications	\$2,500		\$2,500	\$1,500
Marketing: Postage/Distribution		\$50	\$50	
Marketing: Web Design/Support/Maintenance		\$50	\$50	
Travel: In County				\$0
Travel: Out of County				\$0
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$400	\$400	
Equipment Purchase				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.				\$0
Space Rental				\$0
Space Rental / for Performance, Exhibitions, Events, etc.		\$1,100	\$1,100	
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.		\$2,400	\$2,400	
Utilities				\$0
Fundraising/Development (Non-Personnel)				\$0
Merchandise/Concessions/Gift Shops				\$0
Supplies/Materials		\$500	\$500	
Other Expenses (Itemize Below)				\$0
				\$0
				\$0
				\$0
				\$0
SUBTOTALS:	\$5,000	\$11,800	\$16,800	\$2,500
TOTAL EXPENSES (Cash plus In-Kind)		\$19,300		
GRANT REQUEST		\$5,000		
Grant Request minus Grant Dollars Allocated; this field must equal \$0				\$0
Total Projected Administrative Expenses (Cash plus In-Kind)		\$2,000		

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$4,000		24%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support			0%
Foundation Support	\$2,800		17%
Private/Individual Support		\$2,500	0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
			0%
			0%
Government Grants: Local (Itemize below)			0%
YAM (for admin and in-house artists)	\$3,000		18%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
Program ad sales	\$2,000		12%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

				0%
				0%
				0%
				Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$11,800	\$2,500		30%
GRANT REQUESTED	\$5,000			
CASH REVENUES + GRANT REQUESTED	\$16,800			
TOTAL REVENUES (Cash plus In-Kind)	\$19,300	TOTAL IN-KIND %		15%

Application: Holocaust Memorial Committee, Inc.

Daniel Reed - dreed@gmjf.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000267

Last submitted: Feb 28 2020 12:33 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 3,500

Organization Name:

Holocaust Memorial Committee, Inc.

Project Title:

Community Holocaust Memorial Day Commemoration

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 19, 2020

Primary Event Location:

Holocaust Memorial Miami Beach

County Commission District - Primary Event Location:

2

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support enhanced musical and cultural programming for the Holocaust Memorial's annual Yom Hashoah-Holocaust Memorial Day Community Wide Commemoration Program which will take place on Sunday, April 19, 2020 at 6:30 PM at the Holocaust Memorial Miami Beach. This event will also mark the 75th Anniversary of the end of World War II and the liberation of the concentration camps.

Previous TDC Funding:

N/A

Other Government Funding:

Florida Dept of Education - \$11,000
Florida Dept of State, Div of Cultural Affairs - \$3,000
Community Grants - \$7,500

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Holocaust Memorial Committee, Inc.

1. State the organization's mission

The Holocaust Memorial Miami Beach is dedicated to honoring and memorializing the innocent 6 million Jewish victims of the Holocaust. As a cultural and historical institution, the Holocaust Memorial does this by standing against Anti-Semitism, intolerance, racism and bigotry.

It serves as a cultural and educational resource for students, families, teachers, scholars, tourists, and the general public by taking a stand and serving as an inspiration against racism, discrimination and persecution.

Open 365 days a year, the Memorial welcomes more than 100,000 visitors per year; entrance to its permanent exhibit and wide variety of programming conducted throughout the year are free and open to all.

2. Provide an organization history

Since its dedication in 1990 as a permanent memorial to the six million Jews who perished at the hands of the Nazis, and almost 75 years since the liberation of Auschwitz, the Holocaust Memorial Miami Beach continues to fulfill its mission to inspire people of all backgrounds to prevent and respond to genocide through its artistic sculptures, historical panels, arts, music and special events.

The Holocaust Memorial is a unique and powerful venue, free and open to the public 365 days a year, which imparts a universal message of the richness and importance of protecting and preserving one's culture. Visitors are encouraged to reflect on the moral, ethical and spiritual questions and challenges that arise. Feelings and reactions of visitors are evoked and heightened by the magnificent and poignant artistic expressions and music throughout the Holocaust Memorial.

The Memorial consists of a series of outdoor spaces and 80 sculptures in which visitors are led through a procession of visual, historical and emotional displays. From the Garden of Meditation, the visitor first encounters "The Beginning Sculpture" showing a mother and two children. The visitor then enters the Arbor of History," continues through the "Dome of Contemplation" and proceeds along "The Lonely Path." The culminating sculpture is a giant outstretched arm entitled "A Sculpture of Love and Anguish."

Since 1990, the Memorial has welcomed more than 2.5 million visitors, including more than 250,000 students. According to [TripAdvisor.com](https://www.tripadvisor.com) the Memorial is one of the top destinations for tourists in Miami Beach.

The Holocaust Memorial has presented special community wide commemorations annually for Kristalnacht - The Night of Broken Glass every November and for Holocaust Memorial Day every April. In addition every January/February for the last 15 years the Memorial has organized cultural presentations including film screenings, exhibitions, presentations and music for it's annual Holocaust Education Week. Most recently the Memorial started to participate in the City of Miami Beach's monthly culture crawl.

3. Website:

holocaustmemorialmiamibeach.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	3
b. Part-time employees:	2
c. TOTAL PAID EMPLOYEES:	5
d. Number of volunteers:	27
e. TOTAL STAFF (total paid + number of volunteers):	32

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

First Time

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division A: \$50,000 or less (max. request of \$5,000)

8a. Grant Amount Requested:

\$ 5000

9. Project Title:

Holocaust Memorial Day Community Commemoration

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support enhanced musical and cultural programming for the Holocaust Memorial's annual Yom Hashoah-Holocaust Memorial Day Community Wide Commemoration Program which will take place on Sunday, April 19, 2020 at 6:30 PM at the Holocaust Memorial Miami Beach. This event will also mark the 75th Anniversary of the end of World War II and the liberation of the concentration camps.

10a. Actual Project Start Date:

Apr 19 2020

10b. Actual Project End Date:

Apr 19 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 19, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 29900

12. Total Project Revenues:

\$ 29900

13. Total Organization Operating Budget:

\$ 1,046,680

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

All of our events are free and open to the public. No tickets required.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

All of our programs and events are free and open to the public. There are no tickets required.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	20
# of Youth (Ages 13-17):	100
# of Young Adults (Ages 18-22):	200
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	320

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	580
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	15

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

915

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	2
# of Young Adults with Disabilities (Ages 18-22):	2
# of Adults with Disabilities (Ages 23 and above):	6

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 26 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Grant funds are requested to support the Holocaust Memorial's annual Holocaust Memorial Day Commemoration on April 19, 2020 at 6:30 PM at the Holocaust Memorial. This is an annual, iconic, cultural event held every spring which features music, song, dramatic readings, a Holocaust Survivor testimony and a keynote speaker.

This year marks the 75th anniversary of the end of World War II as well as the liberation of the concentration camps. The grant funds will assist the Memorial with enhanced programming and marketing to mark this special commemoration and promote it to the community, tourists and those outside Miami-Dade County. Programming improvements will include professional singers as well as a special keynote speaker.

The event is free and open to the public. It will be promoted with a variety of marketing approaches including social media, the Miami Beach Cultural Affairs website, local online calendars, and print ads to reach out locals and tourists. The event is held at the Holocaust Memorial Miami Beach, adjacent to the Convention Center and close to Lincoln Road as well as many hotels.

Our marketing will focus on community and cultural calendars, social media, digital and print ads as well as email blasts. Via direct contact with local hotels, promotion in local online community/cultural calendars we will engage tourists visiting the area. Our goal is always to maximize attendance at our events.

Traditionally the Holocaust Memorial Day Commemoration attracts 700-900 locals, South Floridians outside Miami-Dade County and tourists. Our goal for this year is for an attendance of more than 900.

In order to attract the desired attendance for our events an extensive marketing campaign is conducted, including:

*Ads in local newspapers.

*4 email campaigns with 80,000 emails for a total of 320,000 email reach

*Online ads in social media venues such as the Miami Herald and Facebook

*Flyers and posters distributed to more than 100 venues in Miami-Dade County

*Online community posts and calendars

*Social Media - Facebook, twitter, Instagram

*Holocaust Memorial Website

*Outreach to local hotels on Miami Beach, North and South Miami-Dade County

*Schools and other organizations from throughout South Florida will be targeted and invited to bring additional numbers in to Miami-Dade County for this event.

Press releases will be sent three weeks prior to the event to local media outlets.

The Holocaust Memorial's annual Holocaust Memorial Day Commemoration receives coverage in the Miami Herald, the Sun Sentinel and the Jewish Journal. Local television stations such as Channel 4 and/or 7 cover the event as well.

Given that this is the 75th Anniversary of the end of World War II and the 30th anniversary of the Holocaust Memorial wide reaching coverage is anticipated. This will be one of our focuses to attract attendees including tourists..

The Holocaust Memorial is dedicated to attracting as audience as large an audience as possible for this special event and unique anniversary. TDC funding will enhance the Holocaust Memorial's abilities, enabling a marketing strategy for the event to hotels, tourists, organizations, and the general public

In order to offer this dynamic program and reach a wide audience the Holocaust Memorial works with many organizations to implement a successful program including the City of Miami Beach Cultural Affairs Department, Miami-Dade College, Miami Beach Jewish Community Center, the Greater Miami Jewish Federation as well as a wide variety of other organizations. Programming will be finalized by the end of February; marketing preparations will be organized in January and February. The event will be put on community calendars as early as January. Email blasts will begin on a weekly basis by the third week of March. Outreach to the hotels will begin the beginning of April. Social media postings will begin in March and print ads will appear two weeks prior to the event.

TDC - Marketing Details

Completed - Feb 26 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

The following marketing strategy will be implemented:

- Ads in local newspapers: one insertion each in the Miami Herald, Jewish Journal and Yediot Achronot (Israeli Newspaper) one to two weeks before the event.
- Four email blast campaigns with 80,000 (Greater Miami Jewish Federation and Holocaust Memorial list) emails for a total of 320,000 email reach.
- Targeted online ads on Facebook and Miami Herald
- Flyers and posters distributed to more than 100 venues in Miami-Dade County including restaurants, synagogues, stores, schools and restaurants. This will be completed by the first week of April.
- Online community posts and calendars in beginning of March in the following: the Miami Beach Cultural Affairs Calendar, Collins Park, Greater Miami Jewish Federation Community Post, the Greater Miami Convention and Visitors Bureau, the Miami Beach Chamber of Commerce and more.
- Social Media: Facebook, twitter, Instagram postings will start the beginning of March, 2020.
- Holocaust Memorial Website-a banner ad will appear on the home page with a link for more information.
- Outreach to local hotels on Miami Beach- with direct contact to concierges, via email ad, press release, and information in the Miami Beach Concierge Newsletter
- Press releases will be sent to local media outlets. The event is traditionally covered by the Miami Herald, the Jewish Journal and the Sun Sentinel. Local TV stations such as Channel 4 or 7 cover the event as well.

There are no radio or TV spots planned at the moment.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

N/A

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

500000

3a. How was the above estimate determined?

The estimate was based on email blasts being sent four times to 80,000 recipients. Marketing will also be conducted online. Our average Facebook weekly viewership is 9,000-11,000 page views, our twitter and Instagram outreach is 6,500 and we will be posting on multiple additional platforms such as the Greater Miami Jewish Federation's Community Post, the Miami Beach Cultural Affairs calendar, the Greater Miami Convention and Visitors Bureau, Collins Park, New Times and other calendar venues.

Our press release garners print and online articles in the Miami Herald, Jewish Journal and Sun Sentinel. An ad will also be placed Yediot Achronot to attract the large Israeli community in Miami-Dade and Broward Counties.

TDC - Tourism Impact Projections

Completed - Feb 26 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

900

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

15

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	730	12
Out of County	80	2
Out of State	65	1
Foreign	25	0

TOTAL Projected # of Audience Attending:

900

TOTAL Projected # Performing/Instructing:

15

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

This event is designed as a way to attract visitors who are already visiting Miami-Dade County.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	0
# of hotel room nights anticipated to be booked:	0	0
Actual number of hotel room nights used last year:	0	0

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	N/A	N/A
Year 2:	N/A	N/A
Year 3:	N/A	N/A

Performance Venue Locations and District Numbers

Completed - Jan 8 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Holocaust Memorial Miami Beach
Address - venue #1	1933-45 Meridian Ave.
City - venue #1	Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	2
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:				
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$3,750	\$3,750	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production	\$1,250		\$1,250	
Contracted/Outside Artistic Fees/Services		\$2,000	\$2,000	
Contracted/Outside Other Fees/Services	\$2,250	\$2,500	\$4,750	
Marketing: ADV/PR/Printing/Publications		\$1,500	\$1,500	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/Support/Maintenance			\$0	
Travel: In County		\$500	\$500	
Travel: Out of County		\$1,000	\$1,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$4,125	\$4,125	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$1,400	\$1,400	
Other Expenses (Itemize Below)				
Print/online marketing	\$1,500	\$8,125	\$9,625	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$5,000	\$24,900	\$29,900	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$29,900			
GRANT REQUEST	\$5,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$3,750	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support			0%
Foundation Support		\$3,400	11%
Private/Individual Support			0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Florida Department of Education		\$11,000	37%
Florida Dept. of State, Division of Cultural Affairs		\$3,000	10%
			0%
Government Grants: Local (Itemize below)			
Miami-Dade Community Programs		\$7,500	25%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

				0%
Department of Cultural Affairs Grants (Itemize below)				0%
Administration				0%
Marketing				0%
Print/online marketing				0%
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$24,900	\$0		17%
GRANT REQUESTED	\$5,000			
CASH REVENUES + GRANT REQUESTED	\$29,900			
TOTAL REVENUES (Cash plus In-Kind)	\$29,900	TOTAL IN-KIND %		0%

Application: IFCM CORP.

Diliana Alexander - diliana@film-gate.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000259

Last submitted: Mar 10 2020 01:48 PM (EDT)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 5,000

Organization Name:

IFCM Corp.

Project Title:

7th FilmGate Interactive Media Festival, 2020

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

May 1,2,3, 2020

Primary Event Location:

FilmGate Miami Downtown Media Center,

County Commission District - Primary Event Location:

5

Secondary Event Location:

Mana Contemporary Miami /777 Mall

County Commission District - Secondary Event Location:

5

Project Synopsis:

Grant funds are requested to support the 7th FilmGate Interactive Media Festival, the only event in the region living at the intersection of storytelling and new technology that explores the future of art, digital media and entertainment. Between May 1-3, 2020, tech companies, international and local artists and audiences will celebrate visual storytellers and supporting industries through screenings, exhibits, creative labs, master classes, immersive art installations, music and live events.

Previous TDC Funding:

\$5,000 (18-19); \$5,000 (16-17); \$5,000 (13-14); \$5,000 (12-13)

Other Government Funding:

National Endowment for the Arts - \$15,000
Florida State Cultural Grant - \$12,000
Community Grants - \$15,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 24 2020

TDC Grant Program

Organization Name:

IFCM Corp.

1. State the organization's mission

IFCM Corp better known as FilmGate Miami is a not-for-profit organization that empowers independent media and filmmakers to create in Florida. At FilmGate Miami, we strive to serve our creative community and bring our members and audience together through regular screenings, educational programs, workshops, destination creative labs, and networking events. We work to make all programs and events accessible to the members of our community as we believe that everyone should be empowered to find their creative voice and become an integral part of our art and culture at large.

2. Provide an organization history

2012- Built out of necessity, to support independent media creation in Florida, IFCM Corp a not for profit digital media organization is founded by international TV and film producer Dilia Alexander and Miami filmmaker Jose Jacho. Now better known as FilmGate Miami, the first inaugural program, I'M NOT GONNA MOVE TO L.A., is launched as a tongue-in-cheek monthly hyperlocal film festival, that highlights ten shorts created by Florida filmmakers.

2013 - FGM wins a competitive Knight Foundation Arts Challenge Award to launch FilmGate Interactive, an immersive and interactive media festival which illuminates the future in storytelling, entertainment, and art. It is the only event in the region, to embrace the technology of today shaping the stories of tomorrow.

2014 - 2016 - FGM launches a robust educational program embracing panels, workshops and creative excursions on the themes of screenwriting, filmmaking, producing, cinematography, acting, virtual reality, animation and augmented reality.

2017 Following a successful 2-year fundraising campaign, FGM opens the doors of "The Downtown Media

Center” located at 68 SE 1st St, Third Floor, Miami, FL 33131. With easy access to Miami- Dade’s transit network (Metrorail/buses/people-mover/trolleys) this 7000-square-foot studio provides a percolator space for ideas, production offices, workshop space, a green screen studio, an audio studio and a small theater. In addition, FGM launches a gallery space at the Center to present interactive projects and begins working on establishing a film fund, to further continue supporting the voice of local filmmakers, who have chosen to make South Florida their home.

2018 - December During its last six iterations, from 2013-2018, FilmGate Interactive Media Festival has hosted 55 workshops and labs featuring the work of 150 + creatives and showcased 130 inventive projects ranging from virtual reality projects to immersive theater for a growing number of attendees from all walks of life, and all ages of storytelling and new technologies. Our team of creatives, filmmakers, technologists, gamers and producers work with the latest technologies, Magic Leap, HP, HTC Vive, Oculus Rift, Unity Tech, Adobe, Samsung Gear, Microsoft HoloLens, to ensure that we are always at the forefront of innovation. The events focus on interactive and immersive content enabled us to deliver to enthusiastic audiences, 50 interactive experiences, 80% of which had social consciousness themes from finding your voice as a woman to immigration and climate change. Out of these 50 interactive experiences, 60% were created and presented by Latinx artists from the United States, Columbia, Mexico, Cuba and Ecuador. Over 55% were directed by women creators.

2019 - in July 2019 - FGM launches its inaugural summer filmmaker Bootcamp for 40 young filmmakers broken down into two sessions (20 students per session). The boot camps run for 8 days per session across two weeks, Monday to Thursday from 10:00 AM - 3:00 PM. I'M NOT GONNA MOVE TO L.A. (now renamed FilmGate Short Film Festival) celebrates its 8th year and reaches a milestone of showcasing 700 local shorts. FGM receives its first National Endowment for the Art endorsement to support the 7th Annual FilmGate Interactive Media Festival which, to avoid the Art Basel crowded calendar occupies a new slot - Friday, May 1 - Sunday, May 3, 2020 - for five-days at the Downtown Media Center, Mana Contemporary Miami/777 Mall, Silverspot Cinema and the Sagamore Hotel. By uniquely exposing participants to virtual reality immersive projects and by working with the next generation of young digital creators we have been able to drive a deeper connection with audiences to create powerful and memorable experiences, that have left a positive lasting impression.

3. Website:

www.film-gate.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	4
b. Part-time employees:	5
c. TOTAL PAID EMPLOYEES:	9
d. Number of volunteers:	15
e. TOTAL STAFF (total paid + number of volunteers):	24

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

FilmGate Interactive Media Festival, 2020

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant funds are requested to support the 7th FilmGate Interactive Media Festival, the only event in the region living at the intersection of storytelling and new technology that explores the future of art, digital media and entertainment. Between May 1-3, 2020, tech companies, international and local artists and audiences will celebrate visual storytellers and supporting industries through screenings, exhibits, creative labs, master classes, immersive art installations, music and live events.

10a. Actual Project Start Date:

May 1 2020

10b. Actual Project End Date:

May 3 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

May 1,2,3, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 224700

12. Total Project Revenues:

\$ 224700

13. Total Organization Operating Budget:

\$ 420500

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

We list our programs and events in Culture Shock Miami. Most of our programs and events are affordable, from \$10 to \$35 per session or event, yet we understand that in the city of Miami, even that amount might be too high and we are happy to provide sets of tickets for our immersive and interactive screenings and events, for \$5/ticket.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

We list our programs and events in Golden Tickets for Seniors. Access to new technology-driven experiences for a mature audience is very important to us. We extend discounted tickets

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	25
# of Youth (Ages 13-17):	75
# of Young Adults (Ages 18-22):	200
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	300

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	4700
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	35

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

5035

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	9
# of Young Adults with Disabilities (Ages 18-22):	25
# of Adults with Disabilities (Ages 23 and above):	65

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 24 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Repositioned in new dates from Friday, May 1 through Sunday, May 3, 2020, the 7th edition of FilmGate Interactive Media Festival will continue to redefine the way we conceive and share our stories, by celebrating visual storytellers and supporting industries through screenings, exhibits, creative labs, master classes, immersive art installations, music and live events.

The Festival will take place in several Downtown Miami venues including FilmGate Miami Downtown Media Center, Mana Contemporary Miami/777 Mall and SilverSpot Cinema. In addition, the Festival will extend to Miami Beach at the Sagamore Hotel.

While it's too early (Feb 2020) to announce our program line-up for May, many of the interactive/immersive projects for the festival will be drawn from prestigious film festivals such as Sundance, SXSW, and Tribeca, and through our relationships with short film festivals across the globe. Logistically we are planning on activating 10 panels and workshops, 15 interactive experiences and 5 stand-alone events with a focus on networking and music. Our team of creatives, filmmakers, technologists, gamers and producers all work with the latest technologies, Magic Leap, HP, HTC Vive, Oculus Rift, Unity Tech, Adobe, Samsung Gear, Microsoft HoloLens, to ensure that we are always at the forefront of innovation for our audiences.

The Festival is mainly a ticketed event, with some free events open to all. The Festival pass is \$25/students and \$99 for adults. It is free for FilmGate members. Tickets will also be discounted for members of other festivals and film groups. Individual sessions will range from free | \$10 to \$35.

The Festival services diverse audiences from the extended region of the SouthEast United States, South and Central America, and the Caribbean, who are adventurous, early adopters and are interested in what the future of augmented/virtual reality/immersive content might look like. We attract artists, educators and creators from the film industry, broadcasting, gaming, audio production, distribution, education, web development, electronic media, traditional media, social media, not for profit, advertising, and the performing arts. The festival also services an audience that wants to connect to them and to innovative projects. A large segment of our audience is digital natives, twenty-five years or younger, searching for art and stories, that engage them creatively and interactively. Over 70% of our audience members are from a Latino, African American and Haitian descent. Many of the immersive projects we select are visual and soundtrack driven to breakdown linguistic boundaries, to appeal to and attract the widest possible audiences in multilingual Miami-Dade County. We expect 5,000 attendees/1,000 of these will be from outside of South Florida.

By creating a dialogue that fosters a mutual respect for the diverse beliefs and values of all persons and groups, we are able to enrich and broaden our understanding of ourselves as individuals and as a society through the medium of immersive VR projects that tackle subjects ranging from identity politics, our relationship to the universe, what does it mean to be human in this soon to be age of artificial intelligence, and how love transcends difference.

Our official Hotel partner is The Langford Hotel in Downtown Miami. We have confirmed 125 hotel nights. We will also extend a hotel discount code which will be included on our website and will be promoted through social media. We are positioned to monitor reserved rooms through our customized booking code with the Langford.

It is our intention to surpass our projected goals for media impressions, ticket sales, attendee numbers and revenue goals. We will solicit attendee and artist feedback through printed and digital survey reports. In addition, FilmGate Miami will leverage multiple angles in order to pitch the festival to both wide and niche media. Our promotion and publicity strategy relies upon outreach to the various stakeholder groups through media interactions, especially social media interactions, in the US and also internationally. We will emphasize traditional online media, with placed stories and interviews, to reach the widest, most international audience possible. Our promotional strategy deemphasizes traditional print media, radio and television, as well as traditional ad buys, both due to a lack of funds, but also because the stakeholders and demographics that we wish to reach are most approachable through social media and traditional online media. We have created media relations with national and international digital publishers and networks, like the Washington Post, the New York Times, Vice Media, Univision and so on. We have approached Univision, NPR/WLRN, the Miami Herald, the Prism Group and the New Tropic to become media sponsors of the event.

TDC support is critical to reach a broad public demographic by offsetting some of the costs associated with marketing and promotion.

TDC - Marketing Details

Completed - Feb 24 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

IFCM Corp/FilmGate Miami will leverage multiple angles in order to pitch the festival to both wide and niche media. Our promotion and publicity strategy relies upon outreach to the various stakeholder groups through media interactions, especially social media interactions, in the US and also internationally. We will emphasize traditional online media, with placed stories and interviews, to reach the widest, most international audience possible. Our promotional strategy deemphasizes traditional print media, radio and television, as well as traditional ad buys, both due to a lack of funds, but also because the stakeholders and demographics that we wish to reach are most approachable through social media and traditional online media. We do plan to make very strategic, targeted ad buys with NPR and trade publications, locally and nationally, as funds become available. We engage, retain and build audience engagement by our year-round programming that includes labs/meetups for interactive creators. In addition, we have created media relations with national and international digital publishers and networks, like the Washington Post, the New York Times, Vice Media, Univision and so on. We have approached Univision, NPR/WLRN, the Miami Herald, the Prism Group and the New Tropic to become media sponsors of the event. At the time of application (Jan. 2020), we are still working to solidify our contracts with WLRN, the New Tropic and more. The Festival is mainly a ticketed event, with some free events.

We will be working with local PR Agency, JLP PR, to create press releases and local media coverage. We will be working with the PR agency Inkvalley International to reach international coverage.

We are collaborating closely with the University of Miami School of Communications, Miami Dade College Magic School of Animation, Netflix, advertising agency Sapient Nitro, Intel, Oculus, HP and Sony, among others.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

IFCM Corp/FilmGate Miami is seeking to establish a deeper association beyond digital ads and print media to pitch the festival to both wide and niche media. We have approached Univision and NPR/WLRN, to become media sponsors of the event, but at the time of application (February 2020), we are still working to solidify our contracts with these media supporters.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

2000000

3a. How was the above estimate determined?

IFCM Corp/FilmGate Miami will be working with our media partners - the Miami New Times, the New Tropic, Prysm Group, the Miami Herald, the Sun-Sentinel, the New York Times, Vice Media, to spread the word about FilmGate. Also with the PR Company, JLM, who has been a partner in the past and delivered these numbers. We are also partners with other Festivals in the world, that spread the word to their followers. We have reached the above number in the past.

TDC - Tourism Impact Projections

Completed - Feb 24 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

5000

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

35

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	3250	10
Out of County	1000	5
Out of State	500	10
Foreign	250	10

TOTAL Projected # of Audience Attending:

5000

TOTAL Projected # Performing/Instructing:

35

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Our partner hotels with discount codes will be included on our website and will be promoted through social media, our marketing materials and our articles.

Currently, we have a partnership with The Langford Hotel.

Currently, we have 125 room nights reserved. We are deciding if we will have all of our hotel rooms booked through them, through another hotel in downtown Miami or a hotel on the beach, depending on where our programs are.

We ask the hotel management to monitor reserved rooms through our customized booking code. Last year, we completed our commitment with them and even more, rooms were booked.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	125	0
# of hotel room nights anticipated to be booked:	125	0
Actual number of hotel room nights used last year:	225	0

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	123
Courtesy Room Blocks:	2

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions)*:

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	The Langford	225
Year 2:	The Deuville	325
Year 3:	The Carlton/The Betsy	325

Performance Venue Locations and District Numbers

Completed - Feb 24 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	FilmGate Miami Downtown Media Center,
Address - venue #1	168 SE 1st St, 3rd Floor
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33131
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	Mana Contemporary Miami /777 Mall
Address - venue #2	145 E Flagler St
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33131
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	5
MUNICIPALITY CODES - venue #2	01 Miami

Venue #3

Venue Name - #3	SilverSpot Cinema
Address - venue #3	300 SE 3rd St #100
City - venue #3	Miami
State - venue #3	Florida
Zip Code - venue #3	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	5
MUNICIPALITY CODES - venue #3	01 Miami

Venue #4

Venue Name - #4	The Sagamore Hotel South Beach
Address - venue #4	1671 Collins Ave
City - venue #4	Miami Beach
State - venue #4	Florida
Zip Code - venue #4	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	5
MUNICIPALITY CODES - venue #4	02 Miami Beach

Venue #5

Venue Name - #5	Phillip and Patricia Frost Museum of Science
Address - venue #5	1101 Biscayne Blvd,
City - venue #5	Miami
State - venue #5	Florida
Zip Code - venue #5	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	5
MUNICIPALITY CODES - venue #5	01 Miami

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	IFCM Corp			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration				\$0
In-house/Salaried Personnel: Artistic		\$21,000	\$21,000	\$5,000
In-house/Salaried Personnel: Technical/Production		\$13,000	\$13,000	
Contracted/Outside Artistic Fees/Services		\$10,000	\$10,000	
Contracted/Outside Other Fees/Services		\$18,000	\$18,000	
Marketing: ADV/PR/Printing/Publications	\$9,000	\$10,000	\$19,000	
Marketing: Postage/Distribution		\$250	\$250	
Marketing: Web Design/Support/Maintenance		\$1,225	\$1,225	
Travel: In County		\$4,500	\$4,500	
Travel: Out of County		\$7,500	\$7,500	
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$24,000	\$24,000	\$28,000
Equipment Purchase				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$6,500	\$6,500	
Space Rental				\$0
Space Rental / for Performance, Exhibitions, Events, etc.	\$6,000	\$10,025	\$16,025	\$9,000
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.		\$6,500	\$6,500	
Utilities				\$0
Fundraising/Development (Non-Personnel)		\$3,500	\$3,500	
Merchandise/Concessions/Gift Shops				\$0
Supplies/Materials		\$19,500	\$19,500	
Other Expenses (Itemize Below)				
Transit/Hotels	\$0	\$3,200	\$3,200	
Craft /Food	\$0	\$7,000	\$7,000	\$2,000
				\$0
				\$0
				\$0
SUBTOTALS:	\$15,000	\$165,700	\$180,700	\$44,000
TOTAL EXPENSES (Cash plus In-Kind)	\$224,700			
GRANT REQUEST	\$15,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	IFCM Corp		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$6,000		3%
Memberships	\$16,545		9%
Tuitions/Enrollment Fees	\$16,000		9%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees	\$6,500		4%
Contracted Services Other			0%
Rental Income	\$8,770		5%
Corporate Support	\$48,500	\$29,000	27%
Foundation Support	\$9,500		5%
Private/Individual Support	\$10,000	\$15,000	6%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
National Endowment of the Arts	\$15,000		8%
			0%
			0%
Government Grants: State (Itemize below)			
Florida State Cultural Grant	\$12,000		7%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
Fundraising Event	\$5,000		3%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Community Grant (CG)	\$11,885		7%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$165,700	\$44,000	8%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$180,700		
TOTAL REVENUES (Cash plus In-Kind)	\$224,700	TOTAL IN-KIND %	24%

Application: Jorge M. Pérez Art Museum of Miami-Dade County, Inc.

Emma Heald - eheald@pamm.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000277

Last submitted: Feb 27 2020 05:56 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 18,000

Organization Name:

Jorge M. Perez Art Museum of Miami-Dade County, Inc.

Project Title:

Solidary & Solitary: The Joyner/Giuffrida Collection

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 24, 25, 26, 27, 28, 29, 30, May 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, June 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, July 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26

Primary Event Location:

Perez Art Museum Miami (PAMM)

County Commission District - Primary Event Location:

3

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to support "Solidary & Solitary: The Joyner/Giuffrida Collection", an exhibition presenting over 30 important selections from the collection of Pamela J. Joyner and Alfred J. Giuffrida, highlighting the pivotal role that artists of African descent have played in developing the discourse of abstract art from the 1940s to the present. On display at Pérez Art Museum Miami from April 24 – July 26, 2020, the exhibition includes paintings and sculptures by twelve artists.

Previous TDC Funding:

\$20,000 (18-19); {End of cycle - \$12,000 (17-18)}; \$14,000 (16-17); \$16,000 (15-16); \$18,000 (14-15); \$20,000 (13-14)

Other Government Funding:

N/A

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 27 2020

TDC Grant Program

Organization Name:

Jorge M. Perez Art Museum of Miami-Dade County, Inc.

1. State the organization's mission

PAMM's mission is to be a leader in the presentation, study, interpretation, and care of international modern and contemporary art, while representing Miami Dade and cherishing the unique viewpoint of its peoples. Through our exhibitions and programs, we aim to encourage everyone to see art as an incentive for genuine human interaction, communication, and exchange.

2. Provide an organization history

Perez Art Museum Miami (PAMM) is a modern and contemporary art museum located in downtown Miami, Florida, and is dedicated to collecting, preserving, exhibiting, and interpreting international art of the 20th and 21st centuries with an emphasis on the cultures of the Atlantic Rim, from which the vast majority of Miami residents hail.

PAMM was founded in 1984 as the Center for Fine Arts (CFA), an exhibiting organization presenting artworks from the entire breadth of history but lacking a collection of its own. In 1996, CFA began a reorganization which resulted in the creation of the Miami Art Museum and a focused mission to collect and exhibit works of art from the 1930s to the present, with a special emphasis on the art of the Americas. As Miami gained momentum as a cultural hub in the early 2000s, the Museum's leadership proposed an expanded facility that would enable the Museum to better serve its growing audiences through a robust collecting, curatorial, and education program. Thanks to \$100 million in voter-approved bond funding, a dramatic location on Biscayne Bay provided by the City of Miami, and a landmark leadership gift from longtime trustee Jorge M. Pérez, the Museum reopened at Museum Park on

December 4, 2013, as the Pérez Art Museum Miami. Since that opening date, PAMM has already welcomed more than 1.5 million visitors, far more than initially projected.

PAMM is a state-of-the-art model for sustainable museum design and progressive programming featuring 200,000 sq ft of indoor and outdoor gallery and program space as well as a library, media lab and classroom spaces. PAMM strives to reflect the diversity of our city's population in its permanent collections, exhibitions, education offerings and public programs. PAMM believes that museums are places that offer opportunities for the healthy exchange of ideas paramount to citizens, promoting inclusivity across our communities, backgrounds, and experiences. Committed to international modern and contemporary art, PAMM's home at the crossroads of the Americas uniquely positions us to be the best at presenting art from the U.S. Latino experience, the African diaspora, Latin America, and the Caribbean. PAMM showcases the diversity of 20th and 21st century artists, and our programs seek to educate and ensure that all people can participate in a conversation that shares art at its center. PAMM supports progressive arts education, builds community cohesiveness, and catalyzes the continued revitalization of downtown.

PAMM's collection now numbers over 2,600 works and is attuned to the globalization of the art world. The collection reflects the transmission of ideas across continents, while still concentrating on those issues and themes that are most pertinent to Miami audiences. Since inception, PAMM has presented over 200 exhibitions, including important single-artist surveys and successful group exhibitions exploring the work of internationally renowned artists as well as the innovative work of local Miami artists.

Dedicated to education and scholarship, PAMM engages the community in lively exchange, fosters fresh ideas, and conveys the excitement of the creative process. Currently, PAMM's school education program is the largest art education program in Miami-Dade County outside of the public school system, and in April 2017 PAMM received the Superintendent's Choice award from the Miami-Dade County Public School district in recognition of its commitment to partnering with local schools. PAMM's expanded education spaces were developed to foster learning about and through art and art making and include an auditorium, library, classrooms, and art and digital workshop spaces. Education programs are offered free of charge and include school field trips guided by expert Teaching Artists, art programs at community summer camps, arts activities for preschoolers, and intensive after-school programs for teens in under-served neighborhoods.

3. Website:

www.pamm.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	63
b. Part-time employees:	51
c. TOTAL PAID EMPLOYEES:	114
d. Number of volunteers:	43
e. TOTAL STAFF (total paid + number of volunteers):	157

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

2nd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000

9. Project Title:

Solidary & Solitary: The Joyner/Giuffrida Collection

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant funds are requested to support "Solidary & Solitary: The Joyner/Giuffrida Collection", an exhibition presenting over 30 important selections from the collection of Pamela J. Joyner and Alfred J. Giuffrida, highlighting the pivotal role that artists of African descent have played in developing the discourse of abstract art from the 1940s to the present. On display at Pérez Art Museum Miami from April 24 - July 26, 2020, the exhibition includes paintings and sculptures by twelve artists.

10a. Actual Project Start Date:

Apr 24 2020

10b. Actual Project End Date:

Jul 26 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 24, 25, 26, 27, 28, 29, 30, May 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, June 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, July 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 335000

12. Total Project Revenues:

\$ 335000

13. Total Organization Operating Budget:

\$ 16548000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

PAMM has been participating in Culture Shock Miami since the museum's opening as Miami Art Museum in 1996. PAMM does not restrict the dates, times or general events where Culture Shock discounts can be used. Overall usage in proportion to overall PAMM attendance is low. For example, PAMM redeemed 443 Culture Shock discounts during 2019, a number very similar to redemptions in 2018.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

PAMM has participated in the Golden Ticket initiative since that program first began in 2005/6. PAMM does not restrict the dates, times or general events where these tickets and discounts can be used. Overall usage in proportion to overall PAMM attendance is low, but is increasing. PAMM redeemed 236 Golden Tickets during 2019, an increase of 60% over the previous year.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	1900
# of Children (Ages 6-12):	5300
# of Youth (Ages 13-17):	2400
# of Young Adults (Ages 18-22):	2400
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	12000

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	30000
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	14

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

42014

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	0
# of Young Adults with Disabilities (Ages 18-22):	0
# of Adults with Disabilities (Ages 23 and above):	20

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 12 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

"Solidary & Solitary: The Joyner/Giuffrida Collection" presents over 30 important selections from the collection of Pamela J. Joyner and Alfred J. Giuffrida, highlighting the pivotal role that artists of African descent have played in developing the discourse of abstract art from the 1940s to the present. "Solidary & Solitary" embodies a historical narrative that includes some of the most iconic artists associated with the discourse around abstraction from Norman Lewis, Mel Edwards and Sam Gilliam to Mark Bradford, Leonardo Drew, Glenn Ligon, and Lynette Yiadom-Boakye, among others. The exhibition celebrates this inter-generational achievement while encapsulating how abstraction developed from modernism into a crucial strategy for social change and a tool for political and individual autonomy.

This marquee exhibition continues PAMM's record of presenting important national and international visual artists that attract diverse audiences and reflect Miami's character as an international city. The exhibition was organized by the Baltimore Museum of Art and will be presented at that museum before coming to PAMM. The exhibition has also been shown at the Ogden Museum of Southern Art in New Orleans, the Nasher Museum of Art at Duke University, the Snite Museum of Art at the University of Notre Dame and the Smart Museum of Art at the University of Chicago. Audiences at PAMM will, therefore, have the opportunity to see an exhibition that has traveled to important institutions elsewhere around the country.

On display at PAMM from April 24 to July 26, 2020, the exhibition will be accompanied by public programs including a curator's art talk, special tours, and art-making programs. Admission to the exhibition and related programs is free with museum admission: \$16 for adults, \$12 for youth ages 7-18, students (with ID) and seniors. Admission is free on the first Thursday and second Saturday each month.

Based on previous attendance numbers at PAMM we anticipate approximately 42,000 visitors to the exhibition; at least 10% will be international visitors. The exhibition connects with PAMM's institutional initiatives around African American and African Diaspora art, reinforcing the museum's commitment to this work and community.

The museum will use outdoor billboards, flags along Biscayne Boulevard/US 1, radio spots, and online and print ads to market the exhibition resulting in over 126,000,000 impressions. Social media and online hits will reach over 1 million people. PAMM has not yet secured media sponsors for the project but negotiates ad placements of approximately double the value of the media buy and will leverage the

media influence of any corporate sponsors. PAMM will distribute a press release to more than 900 local, national and international media outlets, and regularly secures significant media coverage of its exhibitions. PAMM will hold special press previews of the exhibition in advance of the public opening.

The number of room nights booked by PAMM for exhibitions varies according to the exhibition in question. Some require more room nights because of lengthy installations conducted by individual artists; others may generate more room nights because of the need for special couriers to accompany valuable works. For this exhibition, PAMM will book approximately 3 hotel rooms (30 hotel nights) for external curators, speakers, and registrars. The majority of these room nights will be booked at the JW Marriott Marquis, one of PAMM's preferred hotel partners. Although PAMM does not book hotel nights for visitors to the museum, we do promote our hotel partners on our visitor information page on the PAMM website (www.pamm.org/visit).

TDC funding will support PAMM's ability to market this important show to a wide national and international audience, ensuring that tourists include the exhibition in their itinerary while in Miami and enhancing the city's attractiveness as a summer destination. PAMM is frequently listed as a 'must-see' in national and international media promoting Miami as a cultural tourism destination; it has also been highlighted in tourism publications as a reason for cruise passengers to extend their stay in Miami.

Exhibition installation will begin in late March. Media outreach for the exhibition has already begun. In early March 2020 online and print ads will roll out, continuing throughout the exhibition to ensure a steady flow of visitors.

TDC - Marketing Details

Completed - Jan 13 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

The museum works closely with the Greater Miami Chamber of Commerce to promote its exhibitions and programs, concentrating on the tourism and hospitality sector to attract national and international cultural tourists and ensure a high level of awareness of the exhibition and related programming among this crucial demographic.

The museum regularly buys promotional time on South Florida public radio WLRN-FM, as well as print (Miami Herald and New Times) and online advertising placements, and maintains strong ties with online and print local, national, and international media outlets. PAMM distributes press releases on the exhibition and the full season and a monthly calendar to its extensive media distribution list of 443 local and 460 national/international outlets. The media is also offered a preview of the show. Individual interviews with the artist and curators are scheduled throughout the run of the exhibition.

Information about PAMM programs and exhibitions frequently appears in a variety of high-profile local, national, and international publications. Since opening its new facility, approximately 20% of the museum's media coverage has come from international media outlets. The museum also does digital promotion through monthly and weekly email blasts to its database of more than 50,000 contacts. Shows are included in a printed season calendar (10,000 sent to members, distributed to visitors, and by street teams around Miami-Dade County). PAMM will also make extensive use of its social media platforms (Facebook – 80,000 likes, Twitter – 32,200 followers and Instagram – 105,600 followers).

Finally, the museum will design and produce flags to advertise the exhibition along Biscayne Boulevard and Museum Drive. The exhibition will be included in the spring ad campaign which includes outdoor (Metromover, Big Bus, flagpoles, buy stop signs), print (Artforum, Art in America, Frieze), and possible radio and TV spots, pending media partnership agreements.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Though the museum has not yet secured any media sponsors for the project, our communications team always negotiates terms and seeks to obtain advertising placements of approximately double the value of the media buy. PAMM will also work with any corporate sponsors of the exhibition, to leverage additional media sponsorship and coverage. PAMM will provide an update regarding media sponsors should we have secured any by the time of the grant panel.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

500000

3a. How was the above estimate determined?

Through radio, television, and online advertisements, articles, and interviews, this exhibition will receive significant national and international exposure. PAMM estimates that at least 500,000 people will be reached in this manner based on past experiences of similar exhibitions during the same time frame and figures gathered by PAMM's marketing team.

TDC - Tourism Impact Projections

Completed - Jan 12 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

42000

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

14

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	16800	0
Out of County	12600	0
Out of State	8400	14
Foreign	4200	0

TOTAL Projected # of Audience Attending:

42000

TOTAL Projected # Performing/Instructing:

14

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

PAMM partners with several local hotels, including J.W. Marriott Marquis Miami, JW Marriott, DoubleTree by Hilton, and InterContinental Miami, and negotiates discounted rates with them to accommodate visiting artists, curators, and scholars. PAMM lists its hotel partners on the 'Visit' page of the museum's website (www.pamm.org/visit).

The number of room nights booked by PAMM for exhibitions varies according to the exhibition in question. Some require more room nights because of lengthy installations conducted by individual artists; others may generate more room nights because of the need for special couriers to accompany valuable works. PAMM has not yet booked any rooms for the out-of-town curators and registrars for this exhibition, but expects to book approximately 3 hotel rooms (30 room nights). PAMM will share any updates with the panel.

For the "Beatriz González: A Retrospective" exhibition in 2019 PAMM booked 115 room nights for speakers and artists at the JW Marriott Marquis, The Gabriel, Doubletree Biscayne Bay, Fortune House Brickell and SLS Brickell, all in the downtown Miami and Brickell area. We expect room nights booked through PAMM for the 2020 exhibition to be less than for 2019, as there are no artists or couriers coming for a lengthy installation. Our tourist attendance numbers from 2019 suggest that many more hotel rooms are booked by visitors to the exhibition and programming.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	30	
Actual number of hotel room nights used last year:	115	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	JW Marriott Marquis The Gabriel Doubletree Biscayne Bay Fortune House Brickell SLS Brickell	JW Marriott Marquis - 16 nights The Gabriel - 5 nights Doubletree Biscayne Bay - 30 nights Fortune House Brickell - 48 nights SLS Brickell - 16 nights
Year 2:	JW Marriott Marquis Langford Eurostars SLS Brickell JW Marriott	JW Marriott Marquis - 5 nights Langford Eurostars - 2 nights SLS Brickell - 4 nights JW Marriott - 2 nights
Year 3:	JW Marriott Marquis Mandarin Oriental	JW Marriott Marquis - 40 nights Mandarin Oriental - 9 nights

Performance Venue Locations and District Numbers

Completed - Jan 12 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Perez Art Museum Miami (PAMM)
Address - venue #1	1103 Biscayne Blvd
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Jorge M. Pérez Art Museum of Miami-Dade County, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration	\$5,000	\$28,000	\$33,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$10,000	\$10,000	
Contracted/Outside Artistic Fees/Services		\$1,200	\$1,200	
Contracted/Outside Other Fees/Services		\$21,000	\$21,000	
Marketing: ADV/PR/Printing/Publications	\$15,000	\$35,000	\$50,000	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/Support/Maintenance			\$0	
Travel: In County			\$0	
Travel: Out of County		\$10,000	\$10,000	
Equipment Rental		\$0	\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$15,000	\$15,000	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$800	\$800	
Supplies/Materials	\$5,000	\$3,000	\$8,000	
Other Expenses (Itemize Below)				
Exhibition Shipping		\$106,000	\$106,000	
Events		\$3,000	\$3,000	
Exhibition Shared Cost Fee		\$75,000	\$75,000	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$310,000	\$335,000	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$335,000			
GRANT REQUEST	\$25,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0.			\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$33,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Jorge M. Pérez Art Museum of Miami-Dade County, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$235,000		70%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$25,000		7%
Foundation Support			0%
Private/Individual Support	\$50,000		15%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
			0%
			0%
Government Grants: Local (Itemize below)			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$310,000	\$0	7%
GRANT REQUESTED	\$25,000		
CASH REVENUES + GRANT REQUESTED	\$335,000		
TOTAL REVENUES (Cash plus In-Kind)	\$335,000	TOTAL IN-KIND %	0%

Application: Karen Peterson and Dancers, Inc.

Karen Peterson - karen@karenpetersondancers.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000256

Last submitted: Mar 10 2020 03:07 PM (EDT)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

7500

Staff Recommendation:

\$ 5,250

Organization Name:

Karen Peterson and Dancers, Inc.

Project Title:

Karen Peterson and Dancers Celebrate a 30th Anniversary

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 9,10 and 11th, 2020

Primary Event Location:

Miami Dade County Auditorium

County Commission District - Primary Event Location:

5

Secondary Event Location:

Excello Dance Space

County Commission District - Secondary Event Location:

8

Project Synopsis:

Funds are requested to partially offset the costs associated with staging two performances at the Miami Dade County Auditorium, on April 9th, 10th, 2020 to celebrate KPD's 30th-anniversary of inclusive dance. The event will feature new choreographies by Oscar Trujillo and Karen Peterson as well as a guest appearance by REVolutions Dance from Tampa. Guest alumni will be honored, past repertory reworked, and new choreographies commissioned to show the company's 30-year groundbreaking history.

Previous TDC Funding:

\$6,000 (18-19); \$6,750 (17-18); \$7,500 (16-17)

Other Government Funding:

Hannibal Cox, Jr. - \$25,000

Dance Miami Choreographers - \$10,000

State Grant - \$25,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 25 2020

TDC Grant Program

Organization Name:

Karen Peterson and Dancers, Inc.

1. State the organization's mission

Dance is a shared human experience based on the physical body's impulse to move. Karen Peterson and Dancers, founded in 1990 as a non-profit dance organization, believes that through dance, we can better understand our common humanity by exploring and appreciating this impulse to move and how it elevates the human spirit to do so freely, regardless of perceived or real barriers. KPD is dedicated to the development, education, and presentation of dance through inclusive workshops, professional contemporary dance performances and fostering courage and resilience in the hearts and minds of the company and audiences alike.

2. Provide an organization history

Since it was founded in 1990, Karen Peterson and Dancers (KPD), under the dedicated direction of Founder/Artistic Director Karen Peterson, has positioned itself as a role model for the dance and disability communities in Miami Dade County by providing educational programming for students with special needs and by providing inclusive rehearsal, performance and touring opportunities for adult professional dancers and choreographers with diverse abilities. The only dance organization south of Georgia that has a committed history of providing dance workshops, lecture demonstrations, and performances for both the disability and dance communities, KPD provides a positive "can-do" role model to thousands of audience members, teachers, therapists and special needs students interested in the physically integrated dance form.

Over the last three decades, KPD has received tremendous recognition for the company's creative, inclusive work once thought of as a niche for physical impairment but now understood to be a new explosive dance form on a worldwide platform. Since its formation, the company has presented an annual season of new ensemble work, performed by hundreds of dancers, created by multiple choreographers, at many venues; at its 50-seat home, Excello, in the Falls, at the New World School of the Arts, at Florida International University's VH100 Theater, at the Light Box at the Goldman Warehouse, at the Byron Carlyle Theater, at the Pinecrest Gardens and at the "on stage" black box at the Miami Dade County Auditorium. Committed to touring the company has performed in New York City, Ohio (Oberlin College - 1996), Atlanta (The American Dance Therapists Conference) and throughout Florida (West Palm, Key West, Orlando, Tampa, Naples).

KPD has made the commitment to practice and research inclusion with hundreds of dancers and to provide audience members with a courageous, bold look at the intersection of disability and dance. The organization offers an annual product that large mainstream dance companies cannot deliver. Once dancers find movement commonalities within their physical differences; a statement of honesty and humanity connection is placed onstage.

Karen Peterson shares her tradition and knowledge of contemporary, conservatory dance training with individuals, who despite their different abilities have a professional and artistic desire to create and perform. It is the collaborative and creative spirit within the two populations that makes this art form possible. Her focus is to raise the level of performance and discourse in the cutting edge field of physically integrated dance and to deepen physically integrated dance creation, performance, and appreciation for South Florida dance professionals, audiences and students. Her dedication and vision have been recognized with multiple dance fellowship awards for her choreographies. These include two from the Miami-Dade County Department of Cultural Affairs and two from the Division of Cultural Affairs. Other company awards include a Lifetime Achievement Award from the Mildred Levenson Dance Foundation, a 2011 Knight Foundation Award to support work in the Dade Schools, a Coldwell Bankers Award, The Miami Salon Award, Cultural Exchange Fund APAP Travel, Artist Opportunity Award from FL Dept. of State, a 2019 Funding Arts Network and Citizens Interested in the Arts Award as well as a DMC choreography award for 2020. She has been a Guest Speaker at Dance/USA, at VSA "New Definition of Dance" at University of So Florida and at VSA in Washington DC. She is a recipient of the Bank of American Red Cross-Cultural Award and was named one of the "Queen of the Arts" by the Miami Herald in 2014. She is also a KNIGHTS ARTS CHALLENGE AWARD recipient for Forward Motion, a festival of physically integrated dance that was held in Sept. 2018 and 2019.

In May 2018, inspired by the voices of mothers whose children have been deployed to Iraq and Afghanistan, KPD presented (to stellar reviews) "Warmamas: a Performance" at the Light Box in Wynwood. In April 2019, the performance toured to the Judson Memorial Church in NYC.

Under Miami Dade's International Cultural exchange grant program, Karen has created residencies, in countries where there is a strong interest in disability, democracy, and the dance arts. These cross-cultural exchanges and collaborations include Brazil, Italy, Scotland, Bosnia, Serbia, Guatemala, England, Montenegro, Portugal, Austria and Ireland.

In April 2020 at the Miami Dade County Auditorium Back Box, KPD will celebrate their "30th-anniversary concert of inclusive contemporary dance" with performances that feature new choreographies by Oscar Trujillo and Karen Peterson as well as a guest appearance by the REVolutions Dance Company from Tampa. Guest alumni will be honored, past repertory reworked, and new choreographies commissioned to show the full circle of the company's 30-year groundbreaking history.

3. Website:

www.karenpetersondancers.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	1
b. Part-time employees:	8
c. TOTAL PAID EMPLOYEES:	9
d. Number of volunteers:	5
e. TOTAL STAFF (total paid + number of volunteers):	14

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

4th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 7500

9. Project Title:

The 30th Anniversary Dance Celebration of Karen Peterson and Dancers

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to partially offset the costs associated with staging two performances at the Miami Dade County Auditorium, on April 9th, 10th, 2020 to celebrate KPD's 30th-anniversary of inclusive dance. The event will feature new choreographies by Oscar Trujillo and Karen Peterson as well as a guest appearance by REVolutions Dance from Tampa. Guest alumni will be honored, past repertory reworked, and new choreographies commissioned to show the company's 30-year groundbreaking history.

10a. Actual Project Start Date:

Apr 9 2020

10b. Actual Project End Date:

Apr 11 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 9,10 and 11th, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 95000

12. Total Project Revenues:

\$ 95000

13. Total Organization Operating Budget:

\$ 174976

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

KPD has participated in the discounted tickets program over the past five years giving away 20-25 Culture Shock tickets at the Miami Dade County Auditorium's Forward Motion Dance Festival in September 2018 and 2019. Almost 50 tickets were distributed to youth audience members over the annual, two-day performances.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

KPD has participated in the discounted tickets program over the past five years giving away 20-25 Golden Tickets at the Miami Dade County Auditorium's Forward Motion Dance Festival in September 2018 and 2019. Almost 50 tickets were distributed to senior audience members over the annual, two-day performances.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	25
# of Youth (Ages 13-17):	50
# of Young Adults (Ages 18-22):	100
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	175

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	810
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	15

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

1000

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	4
# of Young Adults with Disabilities (Ages 18-22):	20
# of Adults with Disabilities (Ages 23 and above):	75

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 25 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

On Thursday, April 9th and Friday, April 10th, 2020 at 8 pm at the Miami Dade County Auditorium Back Box (MDCABB) Karen Peterson and Dancers will celebrate their "30th-anniversary performance of inclusive contemporary dance" that feature new choreographies by Oscar Trujillo and Karen Peterson as well as a guest appearance by the REVolutions Dance Company from Tampa, Florida. Guest alumni will be honored, past repertory reworked, and new choreographies commissioned to show the full circle of the company's 30-year groundbreaking history.

Oscar Trujillo, a longtime company dancer, will present "Circle 3" a piece that explores vulnerability, trust and the ways we avoid connection through the lens of a dance company as a microcosm-metaphor for romantic, familial and collegial relationships. The performers reveal choices we make to be seen, to find a home and build intimacy by dropping into emotional nudity or refusing to relinquish our armours and distrust. By exploring choreographed phrases, performer generated movement, original text and 1990s-early 2000s female singer-songwriters a cast of four current dancers and four invited alumni, who will come together as an ensemble of anonymous characters intricately woven into a time and space choosing to wall themselves in distrust or become powerfully and willingly vulnerable.

Karen Peterson, Founder and Artistic Director, will present a new work "Times Up" in which, power and control, reality and fantasy; the yin and the yang of relationships will be explored. Ms Peterson will collaborate with costume/set designer Audrey Wells as well as long-time video/media artist, Dinorah de Jesus Rodriguez.

REVolutions Dance Company will present two new dances "..... Dear Past" - A reflection of how we remember our past selves and what a re-writing or re-telling of that past might reveal when we share it with another. PLUS "Perky, Quirky, Smirky" where audiences will be taken on a fun-filled journey into a wacky landscape of unconventional greetings, peculiar meetups and out of this world movement.

KPD's 30th-anniversary concert of inclusive contemporary dance will include numerous ways for general audiences, professionals, students, the dance community, and visitors to engage. Beyond the actual performances, Dwayne Scheuneman, alumni of KPD, who subsequently went on to become a full-time company member of the Axis Dance in California before he founded REVolutions Dance in Tampa Florida, will lead a FREE dance workshop open to the general public/dance community at Excello Dance Space on Saturday, April 11th from 11 am - 12:30 pm. This inclusive dance workshop will allow

individuals to deepen their understanding of physically integrated dance and the issues it raises.

Tickets will range from \$0 to \$30. Performance tickets will be affordable with a "two for \$30.00" campaign to celebrate KPD's 30 years of work in Miami-Dade County. We will extend complimentary tickets through the County's Golden Ticket and Culture Shock programs,

Sign language interpreters will be used at the performance events. Also at the dance workshop if requested. If requested, an audio description will also be made available for main stage performances.

There is local/regional/national tourism interest in KPD's 30th-anniversary. KPD has invited out of town guest performers from Tampa, as well as four past alumni. Our anniversary event in 2020 will be promoted widely through our proposed radio partnership with WLRN, who have offered to donate free on airtime prior to the event. Other proposed partnerships include the Miami Herald, El Nuevo Herald, Miami New Times, Sun-Sentinel as well as Miamiartzine. Our special Buy One Get One Free Ticket Offer (BOGO) for our 30th Anniversary performance (\$30 for 2 tickets/\$20 for one ticket) has tourist appeal for visitors looking for local cultural activities during the Easter Weekend.

Four rooms for 4 nights (16 room nights total), one of which is fully ADA accessible, has been secured and paid for at the Hyatt Regency Coral Gables located at 50 Alhambra Plaza, Coral Gables, FL 33134. The hotel is located in close proximity to Miami Dade County Auditorium for visitors wanting to use our preferential booking code for the performances scheduled on April 9th and 10th.

As of the date of application contracts with REVolutions Dance Company, Miami Dade County Auditorium Black Box, Excello Dance Space and the Hyatt Regency Coral Gables have been secured for our event dates.

TDC funding will enable us to effectively market this event to attract tri-county and out of state tourists and help offset supplies and costume expense. The program has obvious tourist appeal as most visitors to Miami are looking for more than just the area's wonderful beaches and great weather. Those seeking a taste of the authentic, artistic side of South Florida will find local dance at its best at the KPD performances

TDC - Marketing Details

Completed - Feb 25 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

The goal for KPD is to present new dance works, performed by dance artists with and without disabilities, from around the world, to a wide audience of all ages, in order to gather new critical attention and feedback. Through promotional strategies for traditional dance audiences and niche segment audiences that promote activism and inclusion, we hope to target the dance and disability communities in South Florida. In addition to the overall marketing of KPD's 30th Anniversary Performances, a tailored marketing and media approach will be created for print, online and snail-mail.

The program has obvious tourist appeal as most visitors to Miami are looking for more than just the area's wonderful beaches and great weather. Those seeking a taste of the authentic, artistic side of South Florida will find local dance at its best at the KPD performances. The performances will be a unique experience of dance for those who know KPD and their most recent KNIGHT and NEA award or those new to "mixed-ability" dance. Tourists will discover the work of multiple choreographers and partnerships with other organizations and businesses will also play a key role in marketing KPD. Miami Dade County Auditorium has come on board as a partner and will also deliver their in house marketing.

In addition to maintaining an active and updated KPD website, we will be distributing electronically through e-flyer (3000), street distribution, the KPD newsletter, as well as expected media coverage in The Miami Herald, El Nuevo Herald and the Sun Post; and for radio WLRN.

Select paid and sponsored advertising will be placed in many of these same media outlets, as well as online through Facebook, Instagram and Twitter. The website and Facebook page are accessible internationally, and the extensive online coverage of the dance performances will allow potential visitors to easily find out about the events. Street distribution of flyers, postcards and posters will also be an important component of all marketing efforts. Outreach will include partnerships with local hotels, shops and restaurants near the Miami Dade County Auditorium.

The mass marketing efforts regularly will include media in both English and Spanish. Niche efforts will

target specific cultural communities. We will work with the Center for Independent Living, Miami Lighthouse for the Blind, the LGBT community, Shake-A-Leg, VSA Florida, Miami City Ballet, Dance Now, Miami Dance Futures to communicate the event.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

KPD worked closely with WLRN on Forward Motion Physically Integrated Dance Festival and Conference in 2018 and 2019. WLRN provided:

1. An Interview with Marc Brew, Artistic Director from AXIS, Shawn Buller from KPD and Toke from Candoco, recorded live on Sundial about their experiences as a disabled dancer. In 2019, an interview with Tiffany Geigel from Heidi Latsky Dance took place in the WLRN studios and an op-ed written by Alice Sheppard from Kinetic Light posted in The Miami Herald. All of the marketing events were facilitated by Robert Rosenberg.

2. The interview (pre-empted from live broadcast by news), ran as 5-minute news segment on Friday 9/28 three times during drive time, and online as full 20-minute segment with short article same day.

<http://www.wlrn.org/post/dance-festival-promotes-inclusion-disabled-performers>

3. There was also a ticket giveaway promotion through Friends of WLRN, Culture Shock and Golden Tickets.

4. A ticket giveaway from MiamiArtZine.com and e-newsletter Ticket giveaway September 2019

MiamiArtZine provided a preview story included in their e-blast link at their website.

We are in discussion with WLRN to solidify our media contract with them. It is likely that we may also get TV interest/coverage for our 30th anniversary season but this is not solidified at the time of application (Feb. 2020)

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

10000

3a. How was the above estimate determined?

Numbers were given to KPD by WLRN

TDC - Tourism Impact Projections

Completed - Feb 25 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

985

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

15

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	905	11
Out of County	50	4
Out of State	30	0
Foreign	0	0

TOTAL Projected # of Audience Attending:

985

TOTAL Projected # Performing/Instructing:

15

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Last season in 2019 for second annual Forward Motion Dance Festival we purchased 15 rooms = 77 hotel room nights at the Best Western Premier Miami Intl Airport Hotel & Suites Coral Gables,

For our smaller three-day event from April 9th through April 11th, 2020 we have paid for and secured 4 rooms for four nights - 16 room nights in total for visiting dance artists from Tampa. These rooms have been paid for and secured at the Hyatt Regency Coral Gables located at 50 Alhambra Plaza, Coral Gables, FL 33134.

We anticipate additional room take-up by out-of-town visitors attending our event, which we will monitor with the hotel through a preferential booking code, but we will not have these additional visitor-room night figures until the event end.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	4	
# of hotel room nights anticipated to be booked:	16	
Actual number of hotel room nights used last year:	77	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	4
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions)*:

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Best Western Premier Miami Intl Airport Hotel & Suites Coral Gables,	77
Year 2:	Holiday Inn	77
Year 3:	Hampton Inn Blue Lagoon Hampton Inn Miami Midtown	46 65

Performance Venue Locations and District Numbers

Completed - Jan 3 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Miami Dade County Auditorium
Address - venue #1	2901 West Flagler Street
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33128
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

Secondary Venue #2

Secondary Venue Name - #2	Excello Dance Space
Address - venue #2	8700 SW 129th Terrace
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33176
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	8
MUNICIPALITY CODES - venue #2	30 Unincorporated

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Karen Peterson and Dancers, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$15,000	\$15,000		
In-house/Salaried Personnel: Artistic		\$17,193	\$17,193	\$5,500	
In-house/Salaried Personnel: Technical/Production		\$5,000	\$5,000		
Contracted/Outside Artistic Fees/Services		\$2,830	\$2,830		
Contracted/Outside Other Fees/Services		\$7,000	\$7,000		
Marketing: ADV/PR/Printing/Publications	\$4,500	\$2,000	\$6,500		
Marketing: Postage/Distribution			\$0		
Marketing: Web Design/Support/Maintenance	\$1,000	\$3,000	\$4,000		
Travel: In County			\$0		
Travel: Out of County		\$2,000	\$2,000		
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$3,477	\$3,477		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.		\$4,000	\$4,000	\$7,500	
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$500	\$500		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials	\$1,000	\$1,500	\$2,500		
Other Expenses (Itemize Below)					
Costumes	\$1,000	\$4,000	\$5,000		
Entertainment / Hotel		\$5,000	\$5,000		
Misc Expenses/transportation/ADA services		\$2,000	\$2,000		
			\$0		
			\$0		
SUBTOTALS:	\$7,500	\$74,500	\$82,000	\$13,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$95,000				
GRANT REQUEST	\$7,500				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$15,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Karen Peterson and Dancers, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$3,500		4%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$1,500	\$7,500	2%
Foundation Support	\$9,500		12%
Private/Individual Support		\$5,500	0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Affairs	\$25,000		30%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Hannibal Cox Jnr (HCJ)	\$25,000		30%
Dance Miami Choreographers (DMC) Program	\$10,000		12%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$74,500	\$13,000	9%
GRANT REQUESTED	\$7,500		
CASH REVENUES + GRANT REQUESTED	\$82,000		
TOTAL REVENUES (Cash plus In-Kind)	\$95,000	TOTAL IN-KIND %	16%

Application: Miami Beach Gay Pride, Inc.

Rich Walczak - rich.walczak@miamibeachpride.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000257

Last submitted: Mar 10 2020 02:05 PM (EDT)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 14,000

Organization Name:

Miami Beach Gay Pride, Inc.

Project Title:

12th Miami Beach Pride 2020

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 1, 2, 3, 4, 5, 2020

Primary Event Location:

Lummus Park

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested by Mami Beach Pride to support and offset the marketing and event insurance costs of our annual event in Miami Beach from April 1-5, 2020. We are projecting the event will attract 170,000 people. It will include the annual parade on Ocean Drive and two main entertainment stages, youth Safe Zone, a Festival Village and much more in Lummus Park. TDC support will enable us to fulfil Pride's mission to produce a free, safe, quality mass-appeal LGBTQ event that is open to all.

Previous TDC Funding:

\$15,750 (18-19); \$17,500 (17-18)

Other Government Funding:

City of Miami Beach VCA - \$32,000

GMCVB - 5,500

Community Grants - \$15,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 26 2020

TDC Grant Program

Organization Name:

Miami Beach Gay Pride, Inc.

1. State the organization's mission

The mission of Miami Beach Pride is to bring together members of the lesbian, gay, bisexual, non-binary, and transgender community, their friends, allies, and supporters in celebration of the unique spirit and culture of the LGBTQ community. Miami Beach Pride organizes free, safe, quality, mass-appeal events that are open to all, including the annual parade and festival, which features community booths and expo areas, stages with entertainment, food and drink vendors and family-safe play areas. Additionally, Miami Beach Pride produces educational, cultural and entertainment events and activities throughout the year and sanctions official Pride-related events in order to create a truly celebratory experience for the whole community.

2. Provide an organization history

Miami Beach Gay Pride (MBGP) was established by former Miami Beach Mayor Matti Bower in 2008 as an initiative of the Miami Beach Gay Business Development Council. In 2019, the event rebranded itself as Miami Beach Pride to be more inclusive.

2009 - The first event brought together an estimated 15,000 spectators, far surpassing the organizers' expectations. The event represented the first successful gay pride celebration in Miami-Dade County in over a decade.

2013 - Fast forward four years and MBGP attracted 80,000 spectators plus 26 parade entries and 1,200 participants. International recording artist Adam Lambert was the Grand Marshall.

2014 - An estimated 100,000 attended the event, which is more than the entire population of Miami Beach. In addition to parade spectators, the 2014 event included Grand Marshals Gloria Estefan and Kenny Ortega as well as 35 floats, 2,000 participants, and 125 LGBTQ-friendly vendors and businesses. In

2014, MBGP was named one of the “Top 100 Events of the Year” by BizBash Magazine.

2015 - MBGP continued to draw record-breaking crowds with an estimated 130,000 spectators attending the event which expanded to three days in 2015. Friday night featured a VIP open-tent reception on the sands of Lummus Park with Steve Grand and Nicole Henry in concert. Saturday offered a beach party and festival booths. Pride culminated on Sunday with Grand Marshal Mario Lopez leading a parade that included more than 65 parade contingencies, 35 floats, 2,700 participants and 125 LGBTQ-friendly vendors. Once again, MBGP was named one of the top 100 events of the year in BizBash Magazine.

2016 - An estimated 130,000 attended the event which attracted not only South Floridians but also visitors from throughout the world. Friday night’s VIP reception at the elegant W Hotel featured Grand Marshal Elvis Duran and the entire cast of iHeart Radio’s The Morning Show. Saturday’s Beach Party spotlighted none other than Masterbeat DJ Brett Henrichsen. Sunday’s parade was led by Duran and included 35 elaborate floats and 2,700 participants. The Pride Festival which followed featured more than 125 LGBTQ-friendly vendors and businesses, plus refreshments, two stages of entertainment, a family-friendly play area, fireworks and a headline performance by “American Idol” winner Jordin Sparks.

2017 - A quartet of Pride Marshals greeted a record crowd of proud revellers who turned out throughout the weekend for the 9th Annual event presented by Celebrity Cruises. The three-day Pride weekend, which started on Friday, April 7, with a poolside VIP reception at the W South Beach hotel and transitioned into a full-day beach party on Saturday before culminating with the Pride parade and festival on Sunday, saw an estimated 135,000-plus come out for the weekend’s festivities. Leading up to the weekend’s celebration, MBGP debuted “Pride Lights the Night,” a tribute to the Pulse shooting victims, whereby buildings throughout the county were lit up awash in the colors of the rainbow flag. On Sunday, Ross Mathews who served as Celebrity Grand Marshal; “Uncle” Johnny Pool, who served as the Advocate Marshal; and philanthropists and advocates Liebe and Seth Gadinsky who served as Ally Marshals led 22 floats and 3,000 participants.

2018 - Pride Marshals, Olympic Champion, Gus Kenworthy, and Ally Grand Marshal, NBC6 Roxanne Vargas greeted an excited crowd of proud revelers who turned out throughout the weekend for the 10th Annual event presented by Celebrity Cruises. Pride week started on Monday, April 2, with events leading up to Pride weekend on April 6-8th. Award-winning Thelma Houston, Taylor Dayne and Betty Who headlined the main stage. The event attracted 100,000 + attendees. In addition to the Pride Marshals, the parade and festival featured 30+ floats and over 3,000 participants. Miami Beach Pride also gave back to the community by donating \$7,500 to the Point Foundation. MBGP hosted the second annual Pride Lights the Night and is named one of the “Top 100 Events of the Year” for the fifth year in a row by

BizBash Magazine.

2019 – Coming off the 20th anniversary of the attack on University of Wyoming student, Matthew Shepard, MBP welcomed Ally Marshals, Judy and Dennis Shepard, Matthew’s parents, and founders of the Matthew Shepard Foundation. Advocate Grand Marshal, Detective Juan F. Sanchez, was recognized for his 31-year history of law enforcement and tireless advocacy work for the LGBTQ community in Miami Beach. Emily Estefan and Icona Pop headlined the Celebrity Cruises main stage. New family-friendly activities included a doggy park, Ferris Wheel and Family Fun Slide. Cumulatively the event attracted an estimated 100,000 + attendees for the weekend’s festivities. MBP partnered with Lincoln Road Bid to host the 3rd annual “Pride Lights the Night.” The parade and festival featured 30+ floats and 4,500 participants. MBP donated to the Point Foundation for the 3rd year in a row.

3. Website:

www.miamibeachpride.com

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	2
b. Part-time employees:	19
c. TOTAL PAID EMPLOYEES:	21
d. Number of volunteers:	250
e. TOTAL STAFF (total paid + number of volunteers):	271

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

3rd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000

9. Project Title:

Miami Beach Pride 2020

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested by Miami Beach Pride to support and offset the marketing and event insurance costs of our annual event in Miami Beach from April 1-5, 2020. We are projecting the event will attract 170,000 people. It will include the annual parade on Ocean Drive and two main entertainment stages, youth Safe Zone, a Festival Village and much more in Lummus Park. TDC support will enable us to fulfil Pride's mission to produce a free, safe, quality mass-appeal LGBTQ event that is open to all.

10a. Actual Project Start Date:

Apr 1 2020

10b. Actual Project End Date:

Apr 5 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 1, 2, 3, 4, 5, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 1155700

12. Total Project Revenues:

\$ 1155700

13. Total Organization Operating Budget:

\$ 1163200

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

Miami Beach Pride is primarily a free event open to all. Now entering its 12th year, and running from April 1 through April 5, 2020, Pride welcomes everybody to attend and participate in our program of events.

Miami Beach Pride has partnered with Pridelines to offer a full program of activities in a safe-zone for teens and has partnered with the City of Miami Beach to activate a Family Fun Ferris Wheel. These activations will be located in Lummus Park, Miami Beach from Saturday, April 4 - Sunday, April 5, 2020.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

Miami Beach Pride is primarily a free event open to all. Now entering its 12th year, and running from April 1 through April 5, 2020, Pride welcomes everybody to attend and participate in our program of events.

Miami Beach Pride has partnered with Lambda Legal Miami to offer a full program of activities for our senior patrons in Lambda's Senior Lounge for Seniors. This activation will be located in Lummus Park, Miami Beach from Saturday, April 4 - Sunday, April 5, 2020. Our two main entertainment stages have programming aimed at all ages.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	130
# of Children (Ages 6-12):	670
# of Youth (Ages 13-17):	5000
# of Young Adults (Ages 18-22):	37400
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	43200

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	126730
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	70

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

170000

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	5
# of Young Adults with Disabilities (Ages 18-22):	50
# of Adults with Disabilities (Ages 23 and above):	200

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 26 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Miami Beach Pride (MBP), main Festival activation, will take place in Miami Beach from April 1 through April 5, 2020, specifically in Lummus Park and along Ocean Drive.

New for 2020, MBP is activating a Safe Space/Calming Pavilion - a low sensory spatial environment for people with Autism, anxiety or disabilities in the hopes they can still enjoy the festival. The pavilion will be in Lummus Park, alongside community booths and expo areas (a tabling opportunity for local non-profits/partners), two-stages with entertainment, food/drink vendors, family-safe play areas, a senior lounge, a safe-teens space, pop-up tents for our lesbian/transgender communities, and a 90-foot Ferris wheel. Pride Parade will take place on Ocean Drive Sun. April 5th.

In striving to produce an all-inclusive, family-friendly event, where people can be themselves and celebrate their unique identities in a safe environment open to the public, MBP will activate 17 unique events. Event details are consistently updated on our website miamibeachpride.com

The majority of MBP events are FREE. Our VIP Reception (which is open to all) will be priced \$80 in advance and \$100 at the door. By providing cultural entertainment of the highest caliber, and by investing in our unique pop-up activations MBP is projecting that we will experience a jump in attendees to 170,000, we anticipate at least 45% will be tourists.

The timing of the event in April allows MBP to leverage and entice talented entertainers, DJs, performers and artists to Miami, who in turn attract sizable press and media coverage for one of the first Pride celebration of the year. The timing also enables MBP to monopolize on the back end of the winter season, to create an enticing beach destination for out-of-state tourists and stay-cation for locals. Based on actual survey numbers from 2019, we project that 53% of Pride attendees will be residents of South Florida, 18% will be regional/national tourists and 29% will be international visitors from countries across the globe to experience the freedom and celebration that MBP offers. Of these attendees, 68% are expected to be LGBTQI-identified, 32% are heterosexual and 50% are women. While Caucasian, Black, Asian and Native American collectively represented 52% of all attendees, Hispanic/Latin attendees continue to grow to represent 48% of all attendees.

Our marketing strategy targets general and LGBTQ audiences via English and Spanish-language media, and niche marketing. We have a significant print, digital, radio, and broadcast media plan which utilizes

local, regional, national and global media entities. This will gain momentum as we get closer to our main event in April. The Postcard Agency on behalf of MBP has successfully secured or expects to secure coverage with the following media outlets: Hotspots Media Group, Miami Herald, Passport Magazine (National), Wire Magazine and others. Media partnership agreements with NBC6/Comcast (and Telemundo) have already been secured. This media partnership agreement will garner more than 1.8 million media impressions. 10,000 program guides will be distributed throughout the South Florida market. We are anticipating the placement of light-pole banners promoting our dates in the vicinity of Lincoln Road Mall.

MBP has allocated \$10K for national targeted media ad-buys, to generate more impressions than typical rotating advertisements. Digital advertising (banner ads and social media ads) are planned for targeted audiences in Atlanta, Boston, Chicago, Dallas, New York, Philadelphia and Washington, D.C. We plan to run the ads from mid-January to March, when most of the U.S. is experiencing cold winter temperatures, to encourage visitors to book their flights and hotels in advance. It is important to note that previous editions of MBP have attracted noteworthy buzz on social media and millions of media impressions for internationally renowned celebrities and performers.

While it's premature to publicly release our celebrity Marshall line-up we can confirm that it's likely our Advocate Grand Marshall will be Esera Tuaolo, former NFL professional gay athlete <https://www.nqapia.org/wpp/esera-tuaolo/and> season 13 "Voice" participant. Jason Rodriguez who stars in the cast of the hit TV Show POSE as Lemar Abundance will be performing in our Pride Ball (TBC). Ryan will be accompanied by a troop of Vogue dancers from the show as well as a DJ & host commentator. Pride has also secured Grammy-award winning DJ - Tracy Young. It is our intention to confirm and announce our Celebrity Marshall and our full entertainment line-up by March 1, 2020.

MBP has a contracted total of 426 room nights - 374 with the Gates, Axel and Clevelander hotels in Miami Beach and 52 guaranteed with sponsor South Beach Group

TDC funding will support our marketing campaign targeted at national markets in the U.S, Latin America, and Europe and also help with underpinning insurance and contractual outside fees/labor costs.

TDC - Marketing Details

Completed - Feb 26 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Miami Beach Pride's marketing strategy targets general and LGBTQ audiences via English and Spanish-language media, and niche marketing. MBP has a significant print, digital, radio, and broadcast media plan which utilizes local, regional, national and global media entities that will gain momentum as we get closer to our main event in April 2020.

MBP is working with Jonathan Ochart, Founder & CEO of The Postcard Agency, <https://thepostcardagency.com/> - an award-winning marketing and public relations agency that delivers creative digital, social media and content marketing strategies.

As of Feb. 25, 2020, MBP has secured media sponsorship agreements with the following media brands: Ambiente Magazine (print and digital magazine), Atlantic Broadband (cable television), Edge Media Network (online news source), Entercom (radio brand owning Power 96, 104.3 The Shark, Channel Q 96.5, 102.7 The Beach, and 101.5 Lite FM), NBC 6, Telemundo 51 and Comcast Spotlight (television and digital media), and Wire Magazine (print and digital magazine).

Secured media impressions with these partners amount to 8,552,125. The breakdown is as follows: Atlantic Broadband (561,125); Edge Media Network (175,000); Entercom (4,641,000); NBC 6, Telemundo 51 and Comcast Spotlight (2,125,000); and Wire Magazine (1,050,000).

MBP will also be enhanced and amplified through community grassroots partnerships including the LGBT Visitor Center in Miami Beach, Pride Center Fort Lauderdale, Fort Lauderdale Pride, Save Dade, and the GMCVB among others. These organizations will promote MGP to their constituents through partner email blasts and social media postings. We also participate in tabling opportunities at local LGBTQ events throughout the year including partnerships with the Miami-Dade Gay & Lesbian Chamber of Commerce, Unity Coalition, Sage, the National Gay & Lesbian Task Force and Pridelines.

MBP has allocated \$10,000 for national targeted media ad-buys, to generate more impressions than

typical rotating advertisements. Digital advertising (banner ads and social media ads) are planned for targeted audiences in Atlanta, Boston, Chicago, Dallas, New York, Philadelphia and Washington, D.C. These ads are currently running to encourage visitors to book their flights and hotels in advance.

We plan to print and distribute 10,000 program guides throughout the South Florida market. Our distribution plan includes hotels in Miami Beach, gay bars and visitor centers in the tri-county area. We are anticipating the placement of light-pole banners promoting MBP dates in the vicinity of Lincoln Road Mall.

As in past years, we are confident that our marketing strategy will attract out of state visitors to the first major LGBTQ Pride on the U.S. Pride calendar. Miami and its beaches are a major global tourist destination known for a warm inclusive welcome. We are projecting the event will attract 170,000 attendees, 45% of these will be regional, out-of-state, international tourists.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

MBP works closely with our media sponsors to ensure that we build buzz and excitement (radio and television interviews, press releases, social media) for our celebrity Grand Marshall and Headliner acts as they are confirmed closer to event start. Select paid and sponsored advertising in English and Spanish will be placed in many of these same media outlets, including radio and/or television stations as part of our media sponsorship agreements.

Pride is currently executing a media strategy across the following channels: radio, television, online advertising (banners), print advertising, social media, email and a digital billboard. Through our public relations efforts, we have also secured pre-event coverage across print and online media outlets locally, nationally and internationally.

As of February 25, 2020, MBP has secured media sponsorship agreements with the following radio and television brands: Atlantic Broadband (cable television), Entercom (radio brand owning Power 96, 104.3 The Shark, Channel Q 96.5, 102.7 The Beach, and 101.5 Lite FM), NBC 6, Telemundo 51 and Comcast Spotlight (television and digital media).

Secured media impressions with these specific radio and television partners are broken down as follows:

Atlantic Broadband (561,125); Entercom (4,641,000); NBC 6, Telemundo 51 and Comcast Spotlight (2,125,000).

Our marketing strategy also includes an aggressive marketing roll-out via our social media platforms: Facebook (44,810 friends), Instagram (7,875 followers) and Twitter (1,373 followers). Additionally, messages sent to 7,000+ dedicated email subscribers are amplifying our radio, television and digital campaigns.

In exchange for media sponsorship, MBP credits each donor with prominent logo presence at all of our season's events. These established agreements and publicity opportunities help MBP leverage our marketing efforts to obtain the maximum distribution, expanding our reach to outlets in North America, Latin America and Europe.

Media partnership agreements from NBC6 (and Telemundo), Comcast, Atlantic Broadband, Entercom have already been secured (see media contract attachments) and will garner over one million + media impressions across specific radio and or television stations.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

11886125

3a. How was the above estimate determined?

We reached the above estimate by reviewing Impressions from media partnerships from the past year, along with looking at average monthly impressions from media channels with whom we have/are creating partnerships.

CONFIRMED Radio & Television @ February 2020

1 NBC6: 500,000

2 Telemundo 51: 600,000

3 NBC6.com Pride Takeovers:100,000

4 5 NBC6 in the Mix Segments: 100,000

5 6 in the Mix Live on Location Shows: 25,000

6 CoziTV: 350,000

7 TelexitosTV: 200,000

8 Atlantic Broadband: 561,125

9. Entercom (radio brand owning Power 96, 104.3 The Shark, Channel Q 96.5, 102.7 The Beach, and 101.5 Lite FM): 4,641,000

TOTAL CONFIRMED

7,077,125

CONFIRMED Print/Digital Media (excludes Radio & Television cited above)

1 Wire Magazine: 1,050,000

2 Ambiente Magazine: 134,000

3 Edge Media: 175,000

TOTAL CONFIRMED

1,359,000

ANTICIPATED Digital Media (excludes Radio & Television and Print cited above)

1. Here Media: 473,000
2. Facebook Posts: 1,500,000
3. Twitter Tweets: 211,000
- 6 Instagram Posts: 616,000
- 7 Pride-focused E-Blasts: 116,000
- 8 Sponsor-focused E-Blasts: 34,000
- 9 Digital Ad Placements: OUTSIDE Florida: 500,000

TOTAL ANTICIPATED: 3,450,000

Grand Total estimated (confirmed + anticipated) through electronic digital media/print/TV and radio for Miami Beach Pride 2020 is 11,886,125

TDC - Tourism Impact Projections

Completed - Feb 26 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

169930

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

70

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	59930	53
Out of County	50000	7
Out of State	45000	8
Foreign	15000	2

TOTAL Projected # of Audience Attending:

169930

TOTAL Projected # Performing/Instructing:

70

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

MBP has allocated \$10,000 for national targeted media ad-buys, to generate more impressions than typical rotating advertisements. Digital advertising (banner ads and social media ads) are planned for targeted audiences in Atlanta, Boston, Chicago, Dallas, New York, Philadelphia and Washington, D.C. We plan to run the ads from mid-January to March, when most of the U.S. is experiencing cold winter temperatures, to encourage visitors to book their flights and hotels in advance.

We work directly with local and national tourism partners such as:

GMCVB <https://www.miamiandbeaches.com/events/annual-events/miami-beach-gay-pride-parade>

TravelGay see <https://www.travelgay.com/event/miami-beach-pride/>

We are confident that our promotion of Pride will yield a bump in room nights beyond the 426 room nights currently contracted with the Gates, Axel and Cleavelander hotels in Miami Beach and with our official hotel sponsor South Beach Group. They also extended a discount rate that can be booked through our website SBGPRIDE <https://miamibeachpride.com/book-hotel/>

Executive Director Rich Walczak will marshal a team of staff to go around to each participating hotel post- Pride event (April 6, 2020) to secure documented evidence of hotel room occupancy for both the VCA and TDC grant applications.

In 2019 we significantly increased our number of hotel room nights reporting 1712 room nights a difference of +1312 from our projected 400 room nights provided at the time of TDC panel meeting.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	426	
# of hotel room nights anticipated to be booked:	426	
Actual number of hotel room nights used last year:	1712	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	426

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported

Year 1:	<ol style="list-style-type: none"> 1. The Betsy 2. The Catalina 3. Chesterfield Hotel & Suites 4. The Clevelander 5. The Clifton 6. The Croydon 7. Dream South Beach 8. Fairwind 9. Gates Hotel South Beach 10. Henrosa 11. Hyatt Centric South Beach 12. Island House 13. Kent Hotel 14. La Flora 15. The Leslie 16. The Marlin 17. Oceanside 18. President - Penguin Hotel 19. Royal Palm 20. Shelbourne South Beach 21. The Shelley 22. Tradewinds 23. Winter Haven 	<ol style="list-style-type: none"> 1. 136 2. 15 3. 43 4. 6 5. 12 6. 9 7. 140 8. 38 9. 147 10. 276 11. 21 12. 8 13. 31 14. 10 15. 52 16. 12 17. 20 18. 600 19. 30 20. 14 21. 24 22. 38 23. 30 <p>Total YEAR 1 / 2018-2019= 1,712</p>
Year 2:	<ol style="list-style-type: none"> 1. The Betsy 2. Chesterfield Hotel & Suites 3. El Paseo 4. The Gates South Beach 5. Island House 6. La Flora 7. The Marlin 8. Marseilles 9. The Shelley 10. Washington Park 11. The Whitelaw 	<ol style="list-style-type: none"> 1. 280 2. 27 3. 23 4. 140 5. 49 6. 41 7. 35 8. 96 9. 22 10. 34 11. 29 <p>Total YEAR 2 / 2017-2018= 776</p>
	<ol style="list-style-type: none"> 1. Chesterfield Hotel & Suites 2. Clevelander 3. Courtyard Marriott 4. El Paseo Hotel 	<ol style="list-style-type: none"> 1. 4 2. 30 3. 3 4. 15 5. 33

Year 3:	5. Marseilles	6. 12
	6. Shore Club	7. 4
	7. Royal Palm Hotel	8. 26
	8. Stiles South Beach	9. 83
	9. The Hall	10. 100
	10. Washington Park	11. 10
	11. Whitelaw Hotel	12. 48
	12. Z Hotel South Beach	
		Total YEAR 3 / 2016-2017= 368

Performance Venue Locations and District Numbers

Completed - Feb 26 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Lummus Park
Address - venue #1	5th Street - 15th Street Ocean Drive
City - venue #1	Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Miami Beach Gay Pride, Inc.			
EXPENSES	Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$175,000	\$175,000	
Artistic				\$0
In-house/Salaried Personnel: Technical/Production		\$8,800	\$8,800	
Contracted/Outside Artistic Fees/Services		\$175,000	\$175,000	
Fees/Services	\$10,000	\$25,600	\$35,600	
Marketing: ADV/PR/ Printing/Publications	\$10,000	\$48,800	\$58,800	
Marketing: Postage/Distribution		\$600	\$600	
Marketing: Web Design/ Support/Maintenance		\$5,000	\$5,000	
Travel: In County		\$5,000	\$5,000	
Travel: Out of County		\$15,000	\$15,000	
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$269,820	\$269,820	\$43,750
Equipment Purchase				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.				\$0
Space Rental				\$0
Space Rental / for Performance, Exhibitions, Events, etc.		\$30,000	\$30,000	
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.	\$5,000	\$9,000	\$14,000	
Utilities		\$1,440	\$1,440	
Fundraising/Development (Non- Personnel)				\$0
Merchandise/Concessions/Gift Shops				\$0
Supplies/Materials		\$50,000	\$50,000	
Other Expenses (Itemize Below)				
taxes licences		\$11,200	\$11,200	
parking permits barcosts safety+police staffing fees		\$160,000	\$160,000	\$30,000
volunteer costs meals and entertainment		\$5,200	\$5,200	
24 hr security Lummus Park venue w/end beginning Thurs		\$34,000	\$34,000	
Rental office staff-event		\$13,740	\$13,740	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

SUBTOTALS:	\$25,000	\$1,043,200	\$1,068,200	\$87,500
TOTAL EXPENSES (Cash plus In-Kind)	\$1,155,700			
GRANT REQUEST	\$25,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$176,440			
IN-HOUSE / SALARIED PERSONNEL: ADMINISTRATION CALCULATOR				
Grant Request	\$25,000			
Percentage Allowed for Administrative Support	25%			
MAXIMUM GRANT REQUEST ALLOWED TO COVER IN-HOUSE / SALARIED PERSONNEL	\$6,250			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Miami Beach Gay Pride, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$24,000		2%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees	\$85,000		8%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$438,800	\$87,500	41%
Foundation Support	\$10,500		1%
Private/Individual Support	\$17,400		2%
Other Private Support: Special Event Proceeds	\$40,000		4%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
			0%
			0%
Government Grants: Local (Itemize below)			0%
City of Miami Beach VCA	\$32,000		3%
GMCVB	\$5,500		1%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$0		0%
OTHER REVENUES (Itemize below)			0%
Advertsing Sales	\$5,000		0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

Bar sales Bar Sponsors	\$325,000			30%
Parade Entry Fee & Grandstand Seating	\$45,000			4%
				0%
				0%
Department of Cultural Affairs Grants (Itemize below)				0%
Community Grant (CG)	\$15,000			1%
				0%
				0%
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$1,043,200	\$87,500		2%
GRANT REQUESTED	\$25,000			
CASH REVENUES + GRANT REQUESTED	\$1,068,200			
TOTAL REVENUES (Cash plus In-Kind)	\$1,155,700	TOTAL IN-KIND %		8%
BUDGET SUMMARY				
				Revenues minus Expenses All totals must = \$0
Cash Expenses	\$1,068,200	Cash Revenues	\$1,068,200	\$0
+ In-kind Expenses	\$87,500	+ In-kind Revenues	\$87,500	\$0
= TOTAL EXPENSES	\$1,155,700	= TOTAL REVENUES	\$1,155,700	\$0

Application: Miami Chamber Music Society, Inc

marina radiushina - m_radiushina@hotmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000271

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 10,000

Organization Name:

Miami Chamber Music Society, Inc

Project Title:

Mainly Mozart Festival 27

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

May 9, 16, 23, 30 & June 6, 13, 20, 27 2019

Primary Event Location:

Kislak Center, University of Miami

County Commission District - Primary Event Location:

7

Secondary Event Location:

Arsht Center

County Commission District - Secondary Event Location:

3

Project Synopsis:

Funds requested are to support the 27th edition of the Mainly Mozart Festival. This year’s edition will feature 7 adult programs, a lecture series and 1 children's concert, held on consecutive Sunday for a total attendance of over 4,700 residents and visitors to Miami-Dade County running May 9 through June 27, 2020. Concerts will take place at the Kislak Center (UM Library) and the Adrienne Arsht Center and include performances by world-renowned visiting and local performers.

Previous TDC Funding:

{End of cycle - \$6,000 (18-19)}; \$7,000 (17-18); \$8,000 (15-16); \$9,000 (14-15); \$10,000 (13-14)

Other Government Funding:

Florida Cultural Affairs GPS - \$25,000
City of Coral Gables - \$6,000
Community Grants - \$7,500

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Jan 13 2020

TDC Grant Program

Organization Name:

Miami Chamber Music Society, Inc

1. State the organization's mission

Miami Chamber Music Society is committed to presenting world-class classical music performances to the audiences of Miami-Dade, commissioning new works in various artistic disciplines, developing educational initiatives, and maximizing the positive impact of art on the community.

2. Provide an organization history

Miami Chamber Music Society, Inc. has been founded in 2013 with the mission of presenting world-class classical music performances to the audiences of Miami-Dade, commissioning new works in various artistic disciplines, developing educational initiatives, and maximizing the positive impact of art on the community.

Mr. Mike Eidson, the Society's President, a dynamic cultural activist and visionary who, aside from his career as a nationally recognized lawyer, has served in leadership roles with such organizations as the Miami City Ballet and The Adrienne Arsht Center for the Performing Arts.

Our organization is responsible for the Mainly Mozart Festival, an iconic and largely traditional concert series celebrating its 26th season this year. With the appointment of our current artistic director Marina Radiushina 6 years ago the priorities of the organization shifted to reflect the need for innovation and creative programming.

Radiushina is an internationally renowned concert pianist with a deep interest in artistic social engagement due to her training in the acclaimed ACJW program by Carnegie Hall, The Juilliard School and The Weill Music Institute in NYC.

Under Radiushina's leadership we expanded our season, the concerts are attracting larger audiences and we have presented a number of critically acclaimed sold-out programs in venues such as the Adrienne Arsht Center that reflect our vision for innovation, cross-pollination of genres and commitment to high caliber artistry of the creative team and performers.

At MCMS we place a central emphasis on the accessibility of the arts. In the past we worked hard to create opportunities for the underprivileged populations to be able to attend our events. We provided free-of-charge admittance to many youth and community organizations, resulting in hundreds of people of varied backgrounds and ages being able to learn and to be inspired.

Our educational initiatives include presentation of multimedia lectures, affordable children’s concerts and a university-level award to deserving instrumentalists or ensembles with an opportunity to perform with and learn from the festival’s artistic roster. In addition each year MCMS presents a Cultural Ambassador Award to individuals who’s unique contribution makes a significant impact on the cultural life of our community.

Our ultimate goal as an organization is to bring together world-class international and local artists in various artistic disciplines to collaborate and create symbiotic and innovative programing, which, through the power of the arts, would perpetuate the artwork and raise timeless human questions that are relevant to both experienced and new audiences.

3. Website:

www.mainlymozart.com

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	0
b. Part-time employees:	1
c. TOTAL PAID EMPLOYEES:	1
d. Number of volunteers:	7
e. TOTAL STAFF (total paid + number of volunteers):	8

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

Mainly Mozart Festival

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds requested are to support the 27th edition of the Mainly Mozart Festival. This year's edition will feature 7 adult programs, a lecture series and 1 children's concert, held on consecutive Sunday for a total attendance of over 4,700 residents and visitors to Miami-Dade County running May 9 through June 27, 2020. Concerts will take place at the Kislak Center (UM Library) and the Adrienne Arsht Center and include performances by world-renowned visiting and local performers.

10a. Actual Project Start Date:

May 9 2020

10b. Actual Project End Date:

Jun 27 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

May 9, 16, 23, 30 & June 6, 13, 20, 27 2019

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 146,000

12. Total Project Revenues:

\$ 146,000

13. Total Organization Operating Budget:

\$ 146,000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

MCMS has been in partnership with Culture Shock and has donated hundreds of tickets during our past seasons to this initiative. Tickets were granted to access all Mainly Mozart Festival concerts, including the highly popular multi-disciplinary performances at the Knight Hall of the Arsht Center.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

A large number of our tickets buyers are older citizens. To offer free tickets to this constituency would negatively impact our income. There is no source at the present time to offset these potential loss.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	20
# of Children (Ages 6-12):	100
# of Youth (Ages 13-17):	200
# of Young Adults (Ages 18-22):	400
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	720

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	4000
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	50

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

4770

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	20
# of Young Adults with Disabilities (Ages 18-22):	30
# of Adults with Disabilities (Ages 23 and above):	100

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 13 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Funds are requested to support the 27th Edition of the Mainly Mozart Festival. Produced by the Miami Chamber Music Society (MCMS) the Mainly Mozart Festival's 27th edition will be built on the success of prior events to feature 8 adult programs, a lecture series and 1 concert designed specifically for children. The concerts will be held on consecutive Saturday afternoons for a total attendance of over 4,700 residents and visitors to Miami-Dade County. The festival will take place at the University of Miami's new

restored Kislak Center and the Knight Concert Hall of the Adrienne Arsht Center on consecutive Saturdays starting on May 9, 2020 and ending on June 20, 2020. The children's concerts will take place on May 23.

The festival will include performances by the Grammy nominated violist Richard O'Neill, 1st prize winner of the Tchaikovsky Competition cellist Zlatomir Fung, rising star pianist Do-hyun Kim and other renowned soloists. Well-known local groups Bergonzi, Amernet and Delray String Quartets will also perform. Children's program will be presented in collaboration with the Musical Fairtales.

As part of the festival a two-part lecture series will be presented by the renewed musicologist Frank Cooper.

The Young Artist award will be given to provide an invaluable educational and performance opportunity for a deserving instrumentalist residing in South Florida.

Additionally, the Season Finale concert taking place at the Arsht Center will be produced jointly with one of the major South Florida cultural organizations: Miami City Ballet, with additional support from the University of Miami School of Communication.

Concerts will take place on Sunday afternoons starting on May 9, 2020 and ending on June 27, 2020. The children's concerts will take place on May 23

Season Concerts: University of Miami, Kislak Center, 1300 Memorial Drive, Coral Gables, FL, 33146

Season Finale: Adrienne Arhst Center for the Performing Arts, 1300 Biscayne Blvd, Miami, FL, 33132

Individual tickets are \$25. Tickets to the Season Finale at the Arsht Center are priced at \$30.

Discounted Student Tickets and Children's Concerts tickets are \$5 will available for both venues.

The series will target audiences of diverse demographics and ages. We will work to continue to expand the festival's core audience by utilizing proven marketing techniques, including social media and online advertising, as well as hard-copy flyers and radio advertisements. An invaluable asset expanding the Mainly Mozart Festival audience is our developing partnerships with well-established Miami-Dade organizations and institutions:

The Miami City Ballet

University of Miami Frost School of Music

Miami Children's Choir

Artists of the Festival:

Richard O'Neill, a Grammy nominated violist, member of the renowned Takacs Quartet

Zlatomir Fung, cellist, 1st prize winner of the Tchaikovsky Competition,

Do-hyun Kim, a rising star pianist, winner of the Young Concert Artists, Vendome and Bossendorfer Prizes

Jinjoo Cho, violinist, Gold Medalist of the Indianapolis Violin Competition

James Austin Smith, "brilliant" (The New York Times) oboist, member of the Chamber Music Society

Lincoln Center.

Valerie Coleman, flute, UM Frost School faculty, described by the Washington Post as one of the "Top 35 Female Composers in Classical Music"

Jodi Levitz, viola, UM Frost school Professor of Viola and Chair of Strings and Chamber Music

Amernet String Quartet

Bergonzi String Quartet

Delray String Quartet

Marina Radiushina - concert pianist, MCMS Artistic Director

Miami City Ballet - Select dancers

Other personnel:

Frank Cooper - artistic advisor

Ali Habashi - artistic advisor, filmmaker

For 27 years the Mainly Mozart Festival has been an important presence on the Miami classical music scene. Held annually during late spring – early summer months the festival has been filling an important niche of providing exceptional classical music performances for the audiences of Greater Miami-Dade and visitors during the traditionally low-season period. TDC funds will be used to support the high level of festival artistry and production and as a result will enhance Miami's touristic attractiveness by providing great cultural experience for the Miami-Dade County community and beyond.

TDC - Marketing Details

Completed - Jan 12 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site,

special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

As a well-respected concert presenter in Miami-Dade County for 27 years with top-level artistic presentations, the Mainly Mozart Festival has established a solid local following. By utilizing proven marketing techniques, including social media and online advertising, as well as hard-copy flyers and radio advertisements, the festival will open different and new audiences to the world of live classical chamber music.

Specific efforts and tools used to achieve marketing goals:

- Radio: WLRN - South Florida Arts Beat, WVUM 90.5 (one weekly spot)
- TV: NBC MIAMI, TeleMiami
- Media Support: UM School of Communications, Department of Cinema and Interactive Media
- Email: Direct Mail, Mass emails to the MMF email database via MailChimp; Email campaign services such as Organiste, Florida Concert Flyers, Miami Art Guide MAG, Miami Art Zine
- Website: Launch the re-designed Mainly Mozart Festival website featuring online tickets purchasing option, concert listing and calendar, artists biographies, featured videos and touristic information for the visitors.
- Social Media: Facebook, Twitter
- Print Media: Print invitations sent out twice – in February and April, Brochures and flyers, Newspapers such as the Miami Herald, El Nuevo Herald and regional publications (local Coral Gables, Pinecrest, Palmetto Bay, Coconut Grove, etc. papers)
- Online Advertising: On websites such as South Florida Classical Review, Organiste and Miami Art Guide MAG

The core performers of the Mainly Mozart Festival are local artists and ensembles who are in a unique position to utilize their own voluminous personal and professional contacts to attract audiences.

Additionally, for its 2020 season the festival has established partnerships with major South Florida organizations. These are:

- The Biltmore Hotel
- The Florida Grand Opera
- The Miami City Ballet
- University of Miami Frost School of Music
- Miami Children's Choir

Each of the aforementioned organizations will advertise the series via their developed contact data-

bases and other marketing tools available to them, significantly augmenting the festival's potential audience.

Lastly, the Mainly Mozart Festival has a strong online presence, both through our website, newsletter, Facebook, and Twitter, and will utilize these online connections to enlarge our audience base.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Radio: WLRN - South Florida Arts Beat, WVUM 90.5 (one weekly spot)

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

100000

3a. How was the above estimate determined?

By the surveys done by WLRN, as well as the numbers of patrons reachable online through MCMS and partner's organizations lists.

TDC - Tourism Impact Projections

Completed - Jan 12 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

4720

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

50

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	4270	36
Out of County	300	8
Out of State	100	6
Foreign	50	

TOTAL Projected # of Audience Attending:

4720

TOTAL Projected # Performing/Instructing:

50

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Lodging suggestions will be made on our website and through direct-mail.

The Biltmore Hotel, 25 room nights.

MMF anticipates to attract 50 visitors. Based on double-occupancy and an estimation that each person will stay in Miami for two consecutive nights. Figures are determined based on audience survey

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	25	
Actual number of hotel room nights used last year:	25	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	25

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	The Biltmore Hotel	25
Year 2:	The Biltmore Hotel	25
Year 3:	The Biltmore Hotel	25

Performance Venue Locations and District Numbers

Completed - Jan 12 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Kislak Center, University of Miami
Address - venue #1	1300 Memorial Dr
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33146
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	7
MUNICIPALITY CODE:	03 Coral Gables
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	114

Secondary Venue #2

Secondary Venue Name - #2	Arsht Center
Address - venue #2	1300 Biscayne Blvd
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	3
MUNICIPALITY CODES - venue #2	01 Miami

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Miami Chamber Music Society, Inc			
EXPENSES	Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$15,000	\$15,000	\$7,000
Artistic	\$3,000	\$7,000	\$10,000	\$5,000
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$46,000	\$46,000	\$4,000
Fees/Services	\$5,000	\$2,000	\$7,000	\$5,000
Marketing: ADV/PR/ Printing/Publications	\$2,000	\$4,000	\$6,000	
Marketing: Postage/Distribution	\$2,000	\$1,000	\$3,000	
Marketing: Web Design/ Support/Maintenance		\$500	\$500	\$3,000
Travel: In County			\$0	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$1,000	\$1,000	\$2,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$1,000	\$1,000	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.	\$2,000	\$14,000	\$16,000	\$5,000
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$500	\$500	
Utilities			\$0	
Fundraising/Development (Non- Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$500	\$500	
Other Expenses (Itemize Below)				
Membership Fees		\$340	\$340	
Ticket Fees		\$6,000	\$6,000	
Catering/Entertainment		\$3,000	\$3,000	
Miscellaneous Expenses		\$160	\$160	
			\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

SUBTOTALS:	\$15,000	\$102,000	\$117,000	\$29,000
TOTAL EXPENSES (Cash plus In-Kind)	\$146,000			
GRANT REQUEST	\$15,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$22,000			
IN-HOUSE / SALARIED PERSONNEL: ADMINISTRATION CALCULATOR				
Grant Request	\$15,000			
Percentage Allowed for Administrative Support	25%			
MAXIMUM GRANT REQUEST ALLOWED TO COVER IN-HOUSE / SALARIED PERSONNEL	\$3,750			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Miami Chamber Music Society, Inc		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$30,000		26%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances	\$2,000		2%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$2,500	\$5,000	2%
Foundation Support	\$5,000		4%
Private/Individual Support	\$21,500	\$24,000	18%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
FL Cultural Affairs, GPS	\$25,000		21%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
City of Coral Gables: Cultural Development Grant	\$6,000		5%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$2,500		2%
OTHER REVENUES (Itemize below)			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

			0%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Community Grants	\$7,500		6%
			0%
			0%
		Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$102,000	\$29,000	13%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$117,000		
TOTAL REVENUES (Cash plus In-Kind)	\$146,000	TOTAL IN-KIND %	25%
BUDGET SUMMARY			Revenues minus Expenses All totals must = \$0
Cash Expenses	\$117,000	Cash Revenues	\$117,000
+ In-kind Expenses	\$29,000	+ In-kind Revenues	\$29,000
= TOTAL EXPENSES:	\$146,000	= TOTAL REVENUES:	\$146,000

Application: Miami City Ballet, Inc.

Michele Scanlan - michele@miamicityballet.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000039

Last submitted: Mar 26 2019 05:34 PM (EDT)

Labels: Request Approved, 2018-2019, Second Quarter, Corrections Ready, TDC - Corrections Submitted

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Nov 26 2018

TDC Grant Program

Organization Name:

Miami City Ballet, Inc.

1. State the organization's mission

Miami City Ballet's mission is to produce and present the highest level of dance performances throughout Florida, the United States and abroad, train young aspiring dancers, and develop Miami City Ballet School into a leader of dance education.

2. Provide an organization history

Lauded by The New York Times as "Bold, light, immediate, intensely musical... fly[ing] straight to the heart," Miami City Ballet is led by Artistic Director Lourdes Lopez and is considered a leader in the field – nurturing dancers, creating innovative artistic collaborations, commissioning new works, presenting renowned masterworks, and opening new avenues of inclusivity within classical ballet.

Founded in 1985 by Miami philanthropist Toby Lerner Ansin and Founding Artistic Director Edward Villella, MCB is universally admired as one of the world's pre-eminent interpreters of the choreography of George Balanchine. Its repertory of 100 ballets, including 12 world premieres, was built upon the Balanchine repertory, style, and technique and then expanded to include beloved classical works of importance and exciting new choreography by contemporary and ground-breaking artists. MCB maintains annual seasons

in Miami-Dade, Palm Beach, Broward, and Collier Counties, serving more than 110,000 patrons in South Florida through four diverse repertory programs; and the treasured Christmas fairytale, George Balanchine's *The Nutcracker*™. MCB also holds a burgeoning roster of touring engagements throughout the United States, Canada, and Europe, turning the spotlight on South Florida's arts scene. Following a triumphant opening of the Spoleto Festival in Charleston, South Carolina in May 2018, MCB was hailed by *The Post and Courier* for "...perform[ing] with equal precision and vigor, a true testament to the strength and tenacity of Miami City Ballet's corps de ballet."

The Miami City Ballet School (MCB School), founded in 1993, is one of the largest dance-training programs in the nation, training dancers for careers with MCB and other professional companies throughout the world. MCB School's expanded national and international audition tours attract more than 1,500 students each season, and MCB School's scholarship program offers support to children from around the corner and across the globe, providing nearly more than \$550,000 worth of scholarships each year. As one of the most diverse classical ballet companies in the nation, MCB serves as a gateway to the Americas for dancers from Central and South America, resulting in a robust international roster of both dancers and students.

As MCB's commitment to diversity, equity, and inclusion drives the intention of our programming reach, so does our goal of eliminating barriers to access, ensuring that diverse community members participate in enriching arts study. Each year, MCB's community engagement initiatives create accessible opportunities for more than 20,000 diverse community members to experience the magnificence of classical ballet. MCB's collaborations with cultural and educational peer organizations have supported expanded programming in recent years, helping MCB reach new audiences throughout South Florida.

3. Website:

www.miamicityballet.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	113
b. Part-time employees:	26
c. TOTAL PAID EMPLOYEES:	139
d. Number of volunteers:	53
e. TOTAL STAFF (total paid + number of volunteers):	192

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

5th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000

9. Project Title:

Company Premiere of Brahms/Handel

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support artistic salaries, marketing, and space rental costs associated with MCB's Company Premiere of Bahms/Handel. A movement extravaganza set to Johannes Brahms' Variations and Fugue on a Theme by Handel, Brahms/Handel was built upon the unique styles of two celebrated choreographers, Jerome Robbins and Twyla Tharp. Performances of Brahms/Handel at the Adrienne Arsht Center will mark the first time the genre-defying work is performed outside of New York City Ballet.

10a. Actual Project Start Date:

Jan 11 2019

10b. Actual Project End Date:

Jan 13 2019

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

January 11, 12, 13, 2019

10.d. Was this project funded by the TDC in the previous fiscal year?

(No response)

11. Total Project Expenses:

\$ 453,513

12. Total Project Revenues:

\$ 453,513

13. Total Organization Operating Budget:

\$ 9,421,518

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

Miami City Ballet has participated in the Culture Shock Miami program for 15 years. Through this program, MCB aims to increase accessibility to the arts by providing Miami-Dade County youth with discounted tickets to the ballet. For \$5 per ticket, local students have the opportunity to view beloved masterpieces and innovative new works as performed by one of the nation's foremost classical ballet companies.

Culture Shock Miami's pricing model directly aligns with our commitment to providing new and underserved audiences with transformative arts experiences, regardless of their financial means. Last year, MCB donated 120 tickets for the Christmas classic, George Balanchine's The Nutcracker®, and 192 tickets to four repertory programs at The Adrienne Arsht Center through the Culture Shock Miami. During the 2018/19 Season, MCB will donate a total of 312 tickets to Miami-Dade County youth through the Culture Shock Miami program.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

Miami City Ballet does not currently participate in the County's Golden Ticket initiative. A large percentage of our existing subscriber and single-ticket audience are seniors, and MCB contributes a substantial number of complimentary tickets to our community members served by local human and social service organizations. During the 2017/18 Season, MCB provided 1,486 tickets to a variety of Miami-Dade County-based agencies; nearly 850 of these tickets went to senior citizens in Miami-Dade County. Currently, our sales strategy does not include participation in another free ticket program that targets our primary ticket-buying demographic.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	27
# of Children (Ages 6-12):	324
# of Youth (Ages 13-17):	189
# of Young Adults (Ages 18-22):	164
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	704

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	5296
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	109

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

6109

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	30
# of Young Adults with Disabilities (Ages 18-22):	0
# of Adults with Disabilities (Ages 23 and above):	341

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Oct 19 2018

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?

b. How will this project generate press coverage?

c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

a. How many hotel rooms do you have booked/blocked for this project?

b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

a. Are other organizations involved in the project's production and, if so, who?

b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Miami City Ballet's 2018-2019 season will be highlighted by the Company Premiere of Brahms/Handel—a collaborative work by master U.S. choreographers Jerome Robbins and Twyla Tharp— at the Adrienne Arsht Center January 11 - 13, 2019 (3 performances). This important ballet was the very first one that dance maverick Twyla Tharp created for New York City Ballet (NYCB). Shortly before his death in 1983, NYCB Founder and Artistic Director George Balanchine suggested that Robbins and Tharp work together on a ballet set to Johannes Brahms' Variations and Fugue on a Theme by Handel. Building upon the juxtaposition of their unique styles, the two choreographers radically broke the conventions of genteel ballet to create outrageous images in their plotless movement extravaganza. In presenting Brahms/Handel, Miami City Ballet will become the first company outside of New York City Ballet to perform this genre-defying work. Performance tickets range from \$29-\$199.

Brahms/Handel has the potential to reach a broader, more diverse audience than is typical of classical ballet and of complex classical music because of the work's compelling, playful point/counterpoint dynamic between choreographers and composers. Robbins improvised on Tharp's steps; in turn, Tharp riffed on Robbins' phrases. Making complex juxtapositions easy for modern audiences to understand, the costumes and lighting of the ballet reflect the interplay between the two choreographers and two

composers, with the cast divided into two units, garbed in vibrant shades of blue and green in costumes designed by fashion icon Oscar de la Renta. Fast, light and joyful, the work is easily accessible to novices as well as balletomanes, so that audiences of all levels of exposure to classical dance will appreciate the fun dynamics of the variations. Further, Adding Brahms/Handel to MCB's canon helps local audiences develop their understanding of and appreciation for the full depth and breadth of classical ballet while simultaneously inviting new audiences into the fold, ensuring our timeless art form remains vibrant and current for balletomanes and newcomers alike. At time of application, MCB projects attendance of approximately 6,000, with 22% of attendees visiting from outside Miami-Dade County, to be tracked by standard patron surveys, which are distributed via email following the performance.

Marketing for Brahms/Handel will focus on increasing visibility of this landmark premiere and promoting ticket sales in regional, national and international markets through print and electronic advertisements, e-mail campaigns, social media, and public relations. MCB's multi-tiered strategy will include securing feature stories in major national and international publications. While there are no media or hotel sponsors, media buys and television ads directed at areas outside of Miami-Dade, particularly the New York metropolitan area where this ballet work premiered, will promote cultural tourism to Miami. Cross-promotional activities with tourism and hotel industries will increase awareness among market segments with high tourism potential for Miami. Hotel partners include The Gates Hotel, The Shore Club, and The Pestana Hotel, with 43 currently-confirmed room nights.

Miami City Ballet will collaborate with Opus One Orchestra to provide live music for all performances of Brahms/Handel. The ballet's original program notes explained the beauty and intricacy of the music, and the multiple layers of artistic referencing that Handel achieved. Given the complexity of this ballet's score, MCB is especially grateful for its collaboration with Opus One Orchestra, which has grown in size and critical acclaim in recent years.

TDC funds will support dancer salaries, venue rental, and marketing. The Company Premiere of Brahms/Handel will be a highlight of the 2018/19 performance season, in terms of earned revenue potential and capacity to engage new audiences, and demonstrates MCB's commitment to bringing important masterworks to tourists and residents of Miami-Dade County.

Timeline:

*August 21 – 22, 2018: Costume fitters at MCB studios for initial design meetings and costume fittings

*September 9 – October 6, 2018: Rehearsals and staging at the MCB Studios with Twyla Tharp repetiteur, Stacy Caddell

*October 2 – 5, 2018: Second phase of costume design consultations and fittings

*October 19 – 21, 2018: Final staging, lighting design, and costume consultations
* January 9 – 10, 2019: Technical rehearsals and dress rehearsal with final costumes
* January 11 – 13, 2019: Opening weekend at the Adrienne Arsht Center

TDC - Marketing Details

Completed - Oct 19 2018

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

The company premiere of Brahms/Handel is one of the most choreographically complex works of Miami City Ballet's 2018/19 season, making its premiere one of the most anticipated highlights of the season, and will debut as part of the Company's second repertory program in Miami January 11-13, 2019.

Marketing will focus on increasing visibility and ticket sales in national and international markets through out-of-home postcard mailers, print and electronic advertisements, banners, e-mail campaigns, radio, social media and public relations. In order to reach a wider, geographically distributed and yet closely-aligned audience, we have shifted a significant portion of our online advertising budget towards programmatic advertising – digital systems for ad placement in targeted online media inventory.

Planned cross-promotions with other Miami-Dade County cultural organizations include list exchanges with Adrienne Arsht Center, Florida Grand Opera, Perez Art Museum, Miami Theater Center, New World Symphony, The Cleveland Orchestra Miami Residency; brochure placement by Greater Miami Convention Center and Visitors Bureau, Miami Beach Visitor's Center, and local businesses, Miami-Dade County Department of Cultural Affairs, and the Miami Beach Cultural Affairs Department.

Miami City Ballet's PR strategy reaches all segments of Miami-Dade County, as well as national and international audiences. During the 2018/19 season, MCB's robust schedule of international and stateside touring prior to the Brahms/Handel premiere, including appearances in Paris, New York, Chicago

and Los Angeles, have and will continue to drive widespread popular interest in the company, and provide a springboard for coverage of Brahms/Handel aimed at arts-going audiences inclined to spend tourism dollars in Miami. Previews and performance reviews have been secured in major publications including The New York Times, New York Observer, Dance Magazine, The Miami Herald, and El Nuevo Herald.

Digital/Online advertising includes Display Advertising (Google Ad Network, Google Display Network, Mobile ad networks), Video (YouTube) and Social (Facebook Advertising), including the use of remarketing data from MCB sites, behavioral and look-alike audience targeting, and other methods.

Video assets will be used programmatically to increase viewership and drive ticket sales. Campaigns will deliver pre-roll YouTube ads to relevant prospects that have previously viewed MCB videos on YouTube, subscribed to the MCB channel, or visited key pages of the website. Campaigns will also serve suggested videos to users who search relevant terms on YouTube and are strong sales prospects.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

There are no media sponsors secured at this time.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

1000000

3a. How was the above estimate determined?

MCB projected the net reach of its media purchases based on respective media's historic return on investment. The return number of people reached by MCB's media advertising is determined by the average frequency, or number of times an advertisement will be seen or heard, among adults 18+ and 35+ in Miami-Dade, Broward and Palm Beach Counties, in addition to national ad campaigns in the northeaster US, particularly around New York City.

TDC - Tourism Impact Projections

Completed - Oct 18 2018

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

6000

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

109

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	4704	99
Out of County	906	6
Out of State	318	4
Foreign	72	0

TOTAL Projected # of Audience Attending:

6000

TOTAL Projected # Performing/Instructing:

109

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Miami City Ballet has partnered with The Gates Hotel, The Shore Club, and The Pestana Hotel to provide accommodations for project artists and staff. Hotel partnerships typically include hotel room blocks and promotional offers for hotel guests to receive discounted tickets to the company premiere.

The figures included in the Hotel Room Nights Chart below include rooms to be booked at the aforementioned hotels and estimates based on survey responses from the 2017/18 season, which indicate where patrons stayed during their visits to Miami-Dade County.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	43	
# of hotel room nights anticipated to be booked:	238	
Actual number of hotel room nights used last year:	322	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	43
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Hilton Downtown, Courtyard by Marriot, Pestana, Riviera	322
Year 2:	Raleigh, Redbury South Beach, Riviera, Albion	329
Year 3:	Hilton Downtown, Hyatt Regency, Intercontinental	328

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Miami City Ballet, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:				
Administration		\$8,696	\$8,696	
In-house/Salaried Personnel:				
Artistic	\$10,000	\$113,553	\$123,553	
In-house/Salaried Personnel:				
Technical/Production		\$49,141	\$49,141	
Contracted/Outside Artistic Fees/Services		\$22,245	\$22,245	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/Printing/Publications	\$10,000	\$29,059	\$39,059	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/Support/Maintenance			\$0	
Travel: In County			\$0	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$40,402	\$40,402	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.	\$5,000	\$26,500	\$31,500	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$2,288	\$2,288	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$10,258	\$10,258	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
Artistic Licenses		\$22,513	\$22,513	
Physical Therapy		\$2,023	\$2,023	
Costume Construction		\$101,835	\$101,835	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$428,513	\$453,513	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$453,513			
GRANT REQUEST	\$25,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$8,696			

Application: Miami Gay and Lesbian Film Festival, Inc.

Steve Drukker - steve@outshinefilm.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000251

Last submitted: Feb 28 2020 07:44 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

25000.00

Staff Recommendation:

\$ 25,000

Organization Name:

Miami Gay and Lesbian Film Festival, Inc.

Project Title:

OUTshine Film Festival - 22nd Annual Miami Edition

Project Type / Category:

Special Events / Promotions

Funding Category:

Ongoing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 2020

Primary Event Location:

Regal Cinemas South Beach

County Commission District - Primary Event Location:

5

Secondary Event Location:

Historic Lyric Theater

County Commission District - Secondary Event Location:

3

Project Synopsis:

Funds are requested to support the OUTshine Film Festival - 22nd Annual Miami Edition. From April 16-26, 2020, we will showcase 70 features, documentaries, and shorts, and filmmaker & performing talent participation, primarily at Regal Cinemas South Beach, but also at the Historic Lyric Theatre in Miami on our Opening Night, and at 4 other Miami-Dade venues for celebrations & parties. We will promote the festival regionally, nationally and internationally, through both legacy and digital media.

Previous TDC Funding:

{End of cycle - \$15,000 (18-19)}; \$17,500 (17-18); \$20,000 (16-17); \$25,000 (15-16); \$25,000 (14-15);
{End of cycle - \$15,000 (12-13)}; \$17,500 (11-12); \$20,000 (10-11); \$22,500 (09-10); \$25,000 (07-08);
\$7,500 (06-07) End of Cycle; \$5,600 (05-06) \$10,000 (04-05); \$7,200 (03-04); \$8,000 (02-03)

Other Government Funding:

Miami Beach CAC - \$19,090
Festivals and Special Events - \$65,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 25 2020

TDC Grant Program

Organization Name:

Miami Gay and Lesbian Film Festival, Inc.

1. State the organization's mission

Our organization's mission is to entertain, inspire, enrich, and educate, and to connect and encourage a sense of community, all through the powerful medium of film and organically-related educational and social events. Towards this end we showcase international and culturally diverse films, by emerging and established filmmakers, that offer historical and contemporary perspectives on the lesbian, gay, bisexual and transgender experiences, often as expressed by LGBT filmmakers and portrayed by LGBT actors, and we provide opportunities for these artists to engage in discussions between themselves and our audiences through diverse forums.

2. Provide an organization history

Our 501(c)3 not-for-profit organization was founded on April 1, 1998 by Emmy Award winning filmmaker Robert Rosenberg, with the help of a grant from the NEA. It was created to foster an interest in and appreciation for films, video and other visual media by emerging and established artists that raise consciousness and awareness of issues and concerns of the lesbian, gay, bisexual and transgender communities. By producing two distinct annual film festivals (one in Fort Lauderdale and one in Miami) and accompanying screening series throughout the year, the organization offers venues for media artists to exhibit their works in South Florida. It also provides educational opportunities to the artists and the community-at-large through workshops, seminars and lectures.

Since their inception, our film festivals have grown to become the premier arts and cultural events for the large and diverse LGBTQ+ communities of South Florida. The expansive growth is evident not only in audience reach, but in the number of incoming guests and film presentations. During the inaugural festival in July of 1999, the "Miami Gay and Lesbian Film Festival" showcased 24 feature-length and short films from five different countries, with 10 visiting filmmakers in attendance, and the event took place across five days at the Colony Theatre in Miami Beach. In 2009 an autumn "Fort Lauderdale Gay and

Lesbian Film Festival” was initiated as a four-day event, as a recognition of the growing size, diversity, and unique characteristics of the Broward LGBT community. At the 2017 Miami festival, the organization announced the commencement of unified branding for its two annual festivals, while maintaining unique content for the respective Miami and Fort Lauderdale editions, under the “OUTshine Film Festival” brand name. Today, nearly 22 years since the organization’s founding, the organization’s annual festival programming has grown to cumulatively showcase over 120 films from over a dozen countries over a period of 11 days in Miami and 8 days in Fort Lauderdale; 3 additional monthly OUTshine screenings in each city in the months leading up to each festival; 8 additional free community screenings in Miami Beach; and an annual Oscar viewing party with live entertainment in Broward.

We have been fortunate to host many noteworthy guests through our history. The following major filmmakers and artists have attended and participated in question-and-answer sessions or seminars over the years: legendary Emmy and Tony winner Beatrice Arthur, Tony nominee Craig Lucas, Sharon Gless, Peter Paige, Jane Lynch, Patricia Fields, Bruce Webber, Maria Conchita Alonso, Charles Busch, Bruce Vilanch, Gregg Araki, Desmond Child, Rain Phoenix, Alexis Arquette, and Tod Verow. Additionally, our annual recipients of awards for contributions to the community have included the following: country music star Chely Wright, who attended and received an award to commemorate her leadership in becoming the first country star to come out as a lesbian, as well as her acclaimed autobiographical documentary "Wish Me Away"; major motion picture star James Franco, who attended and received an award for the diversity of his performances and his sustained support for the LGBT community in conjunction with the screening of his film "Interior. Leather Bar.; iconic journalist and GLAAD Media Award winner Steve Rothaus, who attended and received an award in recognition of his 30 years of service to the local film and LGBT communities; and Grammy-Award winner Gloria Estefan and her Grammy-Award winning husband Emilio Estefan, who attended and received our Ally Award in recognition for their tireless advocacy of LGBT rights, and in conjunction with the screening of their film “A Change of Heart”.

Our festivals are the largest LGBTQ+ cultural arts events in South Florida, bringing together the best in film, talent, and community. Through the years over 145,000 people have attended a festival screening, gathering, or other event, and we are one of South Florida’s longest serving cultural organizations. Among its many accolades, our festivals have been named “Best Film Festival” by the Miami New Times“, “Best Gay & Lesbian Event in South Florida” by CityLink, and we’ve received multiple proclamations and commemorations from Miami-Dade County, the City of Miami Beach, and the City of Fort Lauderdale, exemplifying our reach throughout the broader arts communities of South Florida.

3. Website:

<https://www.outshinefilm.com>

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	3
b. Part-time employees:	12
c. TOTAL PAID EMPLOYEES:	15
d. Number of volunteers:	125
e. TOTAL STAFF (total paid + number of volunteers):	140

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Ongoing

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000.00

9. Project Title:

OUTshine Film Festival - 22nd Annual Miami Edition

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the OUTshine Film Festival - 22nd Annual Miami Edition. From April 16-26, 2020, we will showcase 70 features, documentaries, and shorts, and filmmaker & performing talent participation, primarily at Regal Cinemas South Beach, but also at the Historic Lyric Theatre in Miami on our Opening Night, and at 4 other Miami-Dade venues for celebrations & parties. We will promote the festival regionally, nationally and internationally, through both legacy and digital media.

10a. Actual Project Start Date:

Apr 16 2020

10b. Actual Project End Date:

Apr 26 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 421750.00

12. Total Project Revenues:

\$ 421750.00

13. Total Organization Operating Budget:

\$ 421750.00

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

We debuted our participation in the Culture Shock program in 2019, and we will do so again in 2020 and thereafter. We do not limit the number of patrons who can participate. For those who elect to do so, we offer 6 Culture Shock vouchers per ticket book, and each voucher can be redeemed at our on-site box-office for a complimentary ticket to a screening of the participant's choice. Only those film screenings that we identify as being appropriate for persons under 18 to watch without parental supervision will accept the vouchers, unless the minor is accompanied by a parent or legal guardian.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

We have participated in the Golden Tickets program each year since 2016, and we will continue to do so in 2020 and thereafter. We do not limit the number of patrons who can participate. For those who elect to do so, we offer 6 Golden Tickets vouchers per ticket book, and each voucher can be redeemed at our on-site box-office for a complimentary ticket to a screening of the participant's choice.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	0
# of Youth (Ages 13-17):	40
# of Young Adults (Ages 18-22):	400
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	440

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	7610
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	120

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

8170

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	0
# of Young Adults with Disabilities (Ages 18-22):	2
# of Adults with Disabilities (Ages 23 and above):	388

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 28 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The OUTshine Film Festival - 22nd Annual Miami Edition will provide locals and tourists an inspiring, thought-provoking, and entertaining selection of the newest high-quality LGBT-oriented cinema, as well as ample opportunities to socialize and delight in all of Miami.

It will take place from April 16 - 26, 2020, with an expected 8,170 spectators and participants in

attendance over 11 days. At least 70 titles will be screened through the course of the festival, and there will also be at least 8 filmmaker question-and-answer sessions and meet-and-greets, 6 gala social events, 1-2 panel discussions, and 1 VIP/industry reception. This programming will unfold at Regal Cinemas South Beach; The Historic Lyric Theater in Overtown; and various events in South Beach at Shelborne South Beach, Albion South Beach, Hotel Gaythering, Yuca, and Yard House.

The festival's impact will be multifaceted. Culturally, its effects derive from the presentation of the best, brightest, and most significant new works of LGBTQ+ cinema from around the world. The festival hosts insightful Q&A and meet-and-greet sessions with many of the films' directors and performing artists, which bring the audience a deeper understanding of film as an art form. The festival also succeeds as a prestigious tourist draw: its springtime scheduling means that it's the first major one to occur at the start of the festival season. This, as well as the idyllic locale which is prominently emphasized in our marketing, make it highly-anticipated and affords it high visibility. And yet, because it occurs in late April, hotel occupancy is past its seasonal peak, enabling hotels to boost their occupancy.

The festival is fully open to the public, and tickets will be available on our web site, by phone, and at box offices. While high-level member donors are afforded free entry, approximately 75% of attendees pay entrance fees, which range in price from \$11 to \$25 for film screenings and \$25 to \$70 for special events bundled with screenings.

Our marketing efforts are well underway as we partner with many organizations to promote the event. Our media sponsors include Comcast, National Public Radio, Yelp, The Hollywood Reporter, The Miami Herald, and many more as delineated in our Detailed Marketing Plan upload. We're printing 70,000 copies of our Program Guide & accompanying literature, which are mailed to an extensive list of locals and out of town members, as well as drop-shipped at locations throughout South Florida. Through our ongoing partnership with Comcast, an original 30-second ad will be broadcast on multiple cable networks. We've also begun promoting the festival to tourists through the International Gay and Lesbian Travel Association. Web and print ads are placed in national, regional, as well as local publications, as well as Google. We have a comprehensive e-marketing campaign that consists of email blasts as well as social media such as Facebook, Twitter, Instagram, and more. Also, we're continuing our partnership with Superfine! Art Fair to curate their shorts programs in New York, Washington D.C., and Los Angeles (in addition to Miami), and to leverage this to promote visiting Miami during our festival.

Press coverage by local, national, and international media is assured as a result of the efforts of our P.R. firm and our strategic use of advertising and media sponsorships. Goodman P.R. will use their proprietary list of national and local media contacts to directly garner press, as well as their celebrity contacts for

Festival mentions on their social media feeds.

Our two hotel sponsors are both in South Beach and include the Gaythering Hotel on Lincoln Road, and the Beacon Hotel South Beach on Ocean Drive, fo which we have blocks for 80 room nights. These hotels will be promoting the festival and its travel packages in a new way this year, by sending multiple emails to their “client lists”--a total 9,500-person strong list of previous guests who have not opted out of receiving communications from them.

As the festival’s opening advances ever closer, milestones to track progress include comparing year-to-date data vs. prior year for membership sales, sponsorships, advance ticket sales, hotel room bookings, and media coverage.

Our 22nd Miami festival is entirely a production of Miami Gay and Lesbian Film Festival, Inc., and TDC funds would be used exclusively for the reimbursement of marketing costs for this specific festival. While the implementation of our plan began in mid-2019 with the filmmaker application and program curation process, it continues to pick up steam as the festival draws closer and planning gives way to implementation, and this will continue right up to and through the duration of the festival itself. Thus, TDC funding would not only prevent the festival from operating at a loss, but would also ensure that any provisional plans become a reality.

TDC - Marketing Details

Completed - Feb 27 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

As we do each year, the 22nd annual Miami festival is utilizing a marketing strategy that promotes Miami as a highly friendly and supportive community for both LGBT patrons and the general public, and as a premiere artistic showcase. Miami is of course a highly-attractive vacation destination for individuals and

families nationally and internationally, and we work with sponsor hotels, airlines, and local organizations to promote the annual 11-day event, including offering travel packages for those in key U.S. markets, as well as several international destinations. We carefully style our campaign to encourage LGBT and supportive film lovers from across the U.S. and worldwide to come and enjoy world-class culture and entertainment, all in the most idyllic setting imaginable.

Our program guide and accompanying literature are mailed to an extensive mailing list of locals and out of town members, as well as drop-shipped at locations throughout Miami-Dade, Broward, and coastal Palm Beach counties. Web and print ads are placed in national, regional, and local media, publications, and web sites, and free ads are provided in return for our providing in-kind promotion. Major media to be utilized include National Public Radio, The Hollywood Reporter, The Miami Herald, Miami New Times, Yelp, Here Media, Miami Living, Wire Magazine, Billboard, Outclique, Edge Magazine, Hotspots, Tampa Bay Gay, the International Gay & Lesbian Travel Association, and many more. Through our ongoing partnership with Comcast, an original 30-second commercial will be broadcast for two months throughout Miami-Dade, Broward, and Palm Beach Counties on major cable networks such as Bravo, CNN, Lifetime, VH-1, Comedy Central, A&E, The Food Network, and E!

We are also continuing to expand our efforts in the areas of e-marketing and social media. We employ regular email blasts. We utilize a continuing Google Ad Grant. We create Facebook events, boosted posts, and targeted ads into people's feeds. Facebook content crosses over to Instagram where it gets widely shared. And Twitter is also a component of this mix. These modern efforts are being layered on top of continuing older components such as palm cards, posters, and an "On-The-Go Guide".

For more granular specifics including impressions, please see our Detailed Marketing Plan upload.

For P.R., we are turning this year for the first time to Goodman Public Relations, based in Fort Lauderdale. They were chosen because of their unique intersection of experiences dealing with event organizations, LGBTQ+ organizations, and venue activations. They have worked previously with the Gridiron Food & Wine Festival; both the Pride Center and Harvey Milk Foundation for the Diversity Honors Gala; the Galleria Mall for the activation of Artopia, and much more. They have a proven track record garnering local and national press that will prove beneficial in expanding the geographic areas in which we bring attention--and attendance--to the festival.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

On television, Comcast is continuing their media sponsorship of the film festival, which will include running 30-second public-service pro bono ads that will both showcase the festival and Miami's compelling nature; we will reach over 1 million people thanks to Comcast's generosity. NBC-6 South Florida will feature us on their local news programs' editorial segments, as well as interview our Board Chair and Executive Director on two "6 In The Mix" segments. On the radio, National Public Radio will conduct an editorial interview which will reach a quarter of a million people in addition to their running paid ads. And several other television and radio stations that have featured us in the past have also expressed interest in this year's festival.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

34387532

3a. How was the above estimate determined?

This figure is the sum of the individual "Electronic Media" impressions numbers contained within the "Marketing & Media Plan Impressions" pages within the "Detailed Marketing Plan" attachment to this application. As such, it represents projected impressions based on either historical data for our festival with those same electronic media, or sponsorship/media agreements reached with those organizations.

TDC - Tourism Impact Projections

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

8050

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

120

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	5582	30
Out of County	1883	15
Out of State	484	50
Foreign	101	25

TOTAL Projected # of Audience Attending:

8050

TOTAL Projected # Performing/Instructing:

120

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Overnight lodging will be promoted through our media sponsors, with our Google Ad Grant allowances, the International Gay and Lesbian Travel Association, the City of Miami Beach web site, the Greater Miami Convention & Visitors Bureau, email blasts, and via our P.R. firm that is on retainer for 6 months leading up to and including the festival. We work to both promote the festival in South Florida as a “staycation” destination, and as a full vacation destination in the Orlando area, the Tampa/Saint Petersburg area, nationally, and internationally. Our participating hotels to date are (1) Hotel Gaythering, located at 1409 Lincoln Road, Miami Beach, FL 33139; (2) The Albion South Beach, located at 1650 James Ave., Miami Beach, FL 33139; and (3) The Gates South Beach, located at 2360 Collins Ave., Miami Beach, FL 33139. Additional participating hotels are being actively pursued. For the existing three, we are finalizing contracts for 150 room nights to be blocked in total: 55 at Hotel Gaythering, 30 at Albion South Beach, and 20 at Gates South Beach. While the timeline of blocked room nights is unfolding in a comparable way to our recent past seasons, including last year when we ultimately attained 135 room nights, we expect greater final bookings for this year, due to the fact that we already have one additional hotel coming onboard, and also due to the fact that they will be reaching out to their cumulatively 15,000-people-strong client lists of previous hotel guests.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	80	
# of hotel room nights anticipated to be booked:	80	
Actual number of hotel room nights used last year:	135	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	80

Past Hotel Room Nights Tracker Chart (*per information reported in previous Final Report submissions*):

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Albion South Beach	91
	Hotel Gaythering	44
Year 2:	Albion South Beach	86
	Hotel Gaythering	40
	Beach Park Hotel	8
	Majestic Hotel South Beach	3
	Hilton Garden Inn South Beach	5
	Chesterfield Hotel	3
	AC Hotel by Marriott Miami Beach	
Year 3:	Albion South Beach	70
	Hotel Gaythering	50

Performance Venue Locations and District Numbers

Completed - Dec 26 2019

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Regal Cinemas South Beach
Address - venue #1	1120 Lincoln Road
City - venue #1	Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	Historic Lyric Theater
Address - venue #2	819 NW 2 Ave
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33136
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	3
MUNICIPALITY CODES - venue #2	01 Miami

Venue #3

Venue Name - #3	Shelborne South Beach
Address - venue #3	1801 Collins Ave
City - venue #3	Miami Beach
State - venue #3	Florida
Zip Code - venue #3	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	5
MUNICIPALITY CODES - venue #3	02 Miami Beach

Venue #4

Venue Name - #4	The Albion Hotel
Address - venue #4	1650 James Ave
City - venue #4	Miami Beach
State - venue #4	Florida
Zip Code - venue #4	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	5
MUNICIPALITY CODES - venue #4	02 Miami Beach

Venue #5

Venue Name - #5	Hotel Gaythering
Address - venue #5	1409 Lincoln Road
City - venue #5	Miami Beach
State - venue #5	Florida
Zip Code - venue #5	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	5
MUNICIPALITY CODES - venue #5	02 Miami Beach

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	Yuca
Address - venue #6	501 Lincoln Road
City - venue #6	Miami Beach
State - venue #6	Florida
Zip Code - venue #6	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	5
MUNICIPALITY CODES - venue #6	02 Miami Beach

Venue #7

Venue Name - #7	Yard House
Address - venue #7	1681 Lenox Ave
City - venue #7	Miami Beach
State - venue #7	Florida
Zip Code - venue #7	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	5
MUNICIPALITY CODES - venue #7	02 Miami Beach

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	108

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Miami Gay and Lesbian Film Festival, Inc.		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$135,400	\$135,400	
In-house/Salaried Personnel: Artistic				\$0
In-house/Salaried Personnel: Technical/Production				\$0
Contracted/Outside Artistic Fees/Services				\$0
Contracted/Outside Other Fees/Services		\$19,450	\$19,450	
Marketing: ADV/PR/Printing/Publications	\$25,000	\$25,700	\$50,700	\$67,500
Marketing: Postage/Distribution		\$3,600	\$3,600	
Marketing: Web Design/Support/Maintenance		\$2,700	\$2,700	
Travel: In County		\$10,500	\$10,500	
Travel: Out of County		\$7,750	\$7,750	
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$8,200	\$8,200	
Equipment Purchase		\$1,850	\$1,850	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$2,125	\$2,125	
Space Rental			\$0	\$10,000
Space Rental / for Performance, Exhibitions, Events, etc.		\$23,750	\$23,750	
Mortgage/Loan Payments				\$0
Insurance		\$2,250	\$2,250	
Insurance / for Performance, Exhibitions, Events, etc.		\$2,925	\$2,925	
Utilities		\$4,900	\$4,900	
Fundraising/Development (Non-Personnel)		\$2,250	\$2,250	
Merchandise/Concessions/Gift Shops				\$0
Supplies/Materials		\$3,350	\$3,350	
Other Expenses (Itemize Below)				
Film Screening Fees		\$18,000	\$18,000	
Event Production Expenses		\$23,750	\$23,750	\$5,000
Fees: Ticketing, Credit Card Processing, Bank, Wire, Payroll Processing		\$8,250	\$8,250	
Filmmaker Awards		\$2,800	\$2,800	
Misc., inc. meals, A.D.A. provision, cleaning, disposal, repairs		\$4,750	\$4,750	
SUBTOTALS:	\$25,000	\$314,250	\$339,250	\$82,500
TOTAL EXPENSES (Cash plus In-Kind)	\$421,750			
GRANT REQUEST	\$25,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0		\$0		

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Total Projected Administrative Expenses (Cash plus In-Kind)	\$154,400
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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Miami Gay and Lesbian Film Festival, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$48,250		14%
Memberships	\$87,250		26%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$75,750	\$72,500	22%
Foundation Support	\$12,110		4%
Private/Individual Support	\$3,525	\$10,000	1%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
Miami Beach Cultural Arts Council (CAC)	\$19,090		6%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends	\$225		0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
Film Submission Fee Income	\$3,050		1%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Festivals and Special Events (FEST)	\$65,000		19%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$314,250	\$82,500	7%
GRANT REQUESTED	\$25,000		
CASH REVENUES + GRANT REQUESTED	\$339,250		
TOTAL REVENUES (Cash plus In-Kind)	\$421,750	TOTAL IN-KIND %	24%

Application: Miami Northwest Express Track Club Inc

Alan Holt - alanholt@live.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000265
Last submitted: Feb 28 2020 10:59 AM (EST)
Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 10,000

Organization Name:

Miami Northwest Express Track Club Inc

Project Title:

45th Annual Northwest Track and Field Classic

Project Type / Category:

Sport

Funding Category:

First Time

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

June 12, 13, 14, 2020

Primary Event Location:

Miami Dade College North, Traz Powell Stadium

County Commission District - Primary Event Location:

2

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to support the 45th Annual Northwest Track & Field Classic held on June 12 -14, 2020. This event will be hosted by the Miami Northwest Express Track Club at Miami-Dade College North, Traz Powell Stadium, and it will feature international youth and adult participants from Anguilla, Bahamas, Barbados, British Virgin Islands, Canada, Cayman Islands, Jamaica, Mexico, Puerto Rico, Trinidad and Tobago, U.S. Virgin Islands and from 20 states within the United States.

Previous TDC Funding:

\$15,000 (15-16); \$15,000 (14-15); {End of cycle- \$15,000 (13-14)}; \$10,000 (12-13); \$12,000 (11-12); \$12,000 (10-11); \$10,000 (09-10); End of Cycle -\$8,000 (08-09); \$15,000 (07-08); \$5,600 (06-07); \$10,000 (05-06); \$7,000 (04-05);

Other Government Funding:

N/A

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 28 2020

TDC Grant Program

Organization Name:

Miami Northwest Express Track Club Inc

1. State the organization's mission

The Miami Northwest Express Track Club, Inc. was incorporated in 1979 as a 501c3 non-profit youth organization, with the following objectives:

- 1) To keep kids off of the streets and engaged in a meaning learning environment
- 2) To encourage physical fitness as a means of developing healthy bodies and sound minds
- 3) To provide coaching, mentoring and tutorial support which redirects negative behavior and encourages outstanding academic, family and life achievement
- 4) To provide peace of mind to children and families in need
- 5) To use track and field as a tool to expose children to a world of opportunity

Our Vision is to encourage and transform the lives of youth and families through Track and Field. We pride ourselves in developing character, and leaders, one season at a time.

2. Provide an organization history

We were founded by the late Jesse Holt Jr, an accomplished Athlete, Coach, Trainer, Motivator, Father and Mentor to thousands of young men, women and children around the world.

Our South Florida team averages more than 300 club members each year and is open to adult competitors who double as volunteer coaches, role models, mentors and chaperones. Since our inception, the club has produced 80 individual state champions who have won a total of 240 gold medals, and countless Junior Olympic and National Championship titles. In 2008, we had two USA Olympians who competed in Beijing, China. One athlete won a bronze medal, the other was a finalist in her specialty event. We have had 7 members of our team to represent the team United States in international track and field competitions. We've had one world champion, and one Olympic youth champion.

Coach Holt is the creator of the Annual Track and Field Classic and the event is held at Miami-Dade College / Traz Powell Stadium. The Meet is a major amateur sports event that is sanctioned by the USA Track and Field / Florida Association and involves age group / open through masters (40 and over) athletes from Anguilla, Bahamas, Barbados, Cayman Islands, Jamaica, Mexico, Puerto Rico and throughout the United States. The Meet attracts nearly three thousand contestants each year and the Meet is the club's primary fund-raiser. The proceeds are utilized to purchase track equipment and supplies and to finance travel, lodging, food and entry fees to local and out-of-town track meets.

3. Website:

www.mnwexpress.com

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	0
b. Part-time employees:	0
c. TOTAL PAID EMPLOYEES:	0
d. Number of volunteers:	0
e. TOTAL STAFF (total paid + number of volunteers):	0

5. Project Type/Category *(Required)*

Sport

6. Funding Category

First Time

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

45th Annual Northwest Track and Field Classic

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant funds are requested to support the 45th Annual Northwest Track & Field Classic held on June 12 -14, 2020. This event will be hosted by the Miami Northwest Express Track Club at Miami-Dade College North, Traz Powell Stadium, and it will feature international youth and adult participants from Anguilla, Bahamas, Barbados, British Virgin Islands, Canada, Cayman Islands, Jamaica, Mexico, Puerto Rico, Trinidad and Tobago, U.S. Virgin Islands and from 20 states within the United States.

10a. Actual Project Start Date:

Jun 12 2020

10b. Actual Project End Date:

Jun 14 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

June 12, 13, 14, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 73000

12. Total Project Revenues:

\$ 73000

13. Total Organization Operating Budget:

\$ 100000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

We will inquire about enrolling in the program.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

We will inquire about enrolling in this program.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	400
# of Children (Ages 6-12):	1200
# of Youth (Ages 13-17):	1000
# of Young Adults (Ages 18-22):	400
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	3000

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	10000
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	1000

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

14000

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	10
# of Young Adults with Disabilities (Ages 18-22):	5
# of Adults with Disabilities (Ages 23 and above):	5

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 27 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?

b. How will this project generate press coverage?

c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

a. How many hotel rooms do you have booked/blocked for this project?

b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

a. Are other organizations involved in the project's production and, if so, who?

b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The 45th Annual Northwest Track & Field Classic provides 3 days of competition that is held during the second weekend of June each year at Miami-Dade College / Traz Powell Stadium. This competition involves thousands of athletes ages 4 - 85 years old, Coaches, Teams, Chaperones and fans from Anguilla, Bahamas, Barbados, Cayman Islands, Jamaica, Mexico, Puerto Rico and throughout the United States who come to South Florida to compete in this historic track and field event. Our events include sprint, relay and hurdle races, middle and long distance races, race walking, the long jump, high jump, pole vault, discus, shot put and javelin competition. There is \$8 per day or \$20, 3-day admission pass to attend this international event which will attract 14,000 participants. We will use the internet (Facebook and Instagram); radio (Hot 105, WEDR, WMBM and WAVS) to attract both local and international audiences, flyers (distributed at track and competitions in Florida, Georgia, North and South Carolina) local newspapers (the Miami Herald and the Miami Times), national and international track and field magazines (USATF, Meet Register and Coacho) to promote our competition from January through June. We have also sent personal invitational letters to over 9000 addresses around the world, along with 400 informational packets to schools, clubs and athletes who are seeking VISA's from their government to participate in this year's classic. In preparation for another outstanding event, we have solidified and executed contracts with the Homewood Suites - Blue Lagoon, the Hyatt House - Miami Airport, the Stadium Hotel in Miami Gardens, and the Ramada Inn - Hialeah. These hotels offer special rates and "Meet and Great" receptions for our guests. They also local flyers, coupons and promotional materials promoting local businesses and attractions. We are expecting to fill 1300 booked rooms for this year's event. On the track, we are expecting boys and girls as young as four years of age, as well as male and female athletes who are elite or amateurs, and many fun seekers who are interested in the sport. The TDC funding enhances our project's tourism by providing funding that defrays basic promotional costs and track meet essentials. The meet is hosted by the Miami Northwest Express Track Club and it is sanctioned by the USA Track & Field Association. We began promoting this event in November.

TDC - Marketing Details

Completed - Feb 27 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

We will use the internet (Facebook and Instagram); radio (Hot 105, WEDR, WMBM and WAVS) to attract both local and international audiences, flyers (distributed at track and competitions in Florida, Georgia, North and South Carolina) local newspapers (the Miami Herald and the Miami Times), national and international track and field magazines (USATF, Meet Register and Coacho) to promote our competition from January through June. We have also sent personal invitational letters to over 9000 addresses around the world, along with 400 informational packets to schools, clubs and athletes who are seeking VISA's from their government to participate in this year's classic.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Local television stations such as Channel 4, 6, 7 and 10 as well as radio stations WEDR, HOT105, WMBM and WAVS have indicated they will continue covering the Annual Northwest Track & Field Classic. Rodney Baltimore of Hot 105 has already invited us to the studio to discuss marketing the Classic and he has made a commitment to provide live coverage of the event.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

60000

3a. How was the above estimate determined?

By reports established through our media outlets and sponsors

TDC - Tourism Impact Projections

Completed - Feb 27 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

13000

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

1000

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	2000	500
Out of County	2500	500
Out of State	4000	500
Foreign	4500	1500

TOTAL Projected # of Audience Attending:

13000

TOTAL Projected # Performing/Instructing:

3000

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

We send informational packages to all of our invited guests, and we promote our event and lodging opportunities on Facebook and Instagram encouraging everyone to visit our website (www.mnwexpress.com), to see our list of recommended hotels, their rates and their amenities. The Meet Headquarters is the Homewood Suites Miami International Airport located at 5500 Blue Lagoon Drive, Miami, FL 33126 and the following hotels have reported utilized by our participants which includes the Stadium Hotel in Miami, Embassy Suites Airport in Miami, The Hyatt House - Miami Airport, the Ramada Inn in Hialeah, the Hilton Garden Inn of Miramar, Courtyard of Miramar, Fairfield Inn and the Residence Inn of Miramar. Most of our International guests arrive 2-3 days before our event, and the stay 2-3 days after it concludes. We anticipate using 1300 hotel room nights for this year's Classic to accommodate our 3,000 athletes and 13,000 spectators. These numbers are based upon the numbers reported from these hotels last year. We have also received and included contracts reflecting courtesy room blocks for this year's competition.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:		
# of hotel room nights anticipated to be booked:	1300	
Actual number of hotel room nights used last year:	1300	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	
Courtesy Room Blocks:	1300

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
 - YEAR 2 = 2018-2019
 - YEAR 3 = 2017-2018
-

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Homewood Suites, Stadium Hotel, Ramada Inn, Embassy Suites, Courtyard Marriott, Residence Inn	1300 Total
Year 2:	Homewood Suites, Stadium Hotel, Ramada Inn, Embassy Suites, Courtyard Marriott, Residence Inn	1275 Total
Year 3:	Homewood Suites, Stadium Hotel, Ramada Inn, Embassy Suites, Courtyard Marriott, Residence Inn	1275 Total

Performance Venue Locations and District Numbers

Completed - Jan 12 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Miami Dade College North, Traz Powell Stadium
Address - venue #1	11380 NW 27th Avenue
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33167
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	2
MUNICIPALITY CODE:	30 Unincorporated
STATE SENATE (UPPER) DISTRICT NUMBER:	35
STATE HOUSE (LOWER) DISTRICT NUMBER:	109

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Miami Northwest Express Track Club Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration				\$0	
In-house/Salaried Personnel: Artistic				\$0	
In-house/Salaried Personnel: Technical/Production				\$0	
Contracted/Outside Artistic Fees/Services				\$0	
Contracted/Outside Other Fees/Services	\$8,000	\$7,000	\$15,000	\$2,000	
Marketing: ADV/PR/Printing/Publications		\$1,500	\$1,500	\$1,300	
Marketing: Postage/Distribution		\$500	\$500		
Marketing: Web Design/Support/Maintenance	\$1,000		\$1,000	\$1,700	
Travel: In County				\$0	
Travel: Out of County				\$0	
Equipment Rental				\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$2,000		\$2,000		
Equipment Purchase				\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.				\$0	
Space Rental				\$0	
Space Rental / for Performance, Exhibitions, Events, etc.				\$0	
Mortgage/Loan Payments				\$0	
Insurance				\$0	
Insurance / for Performance, Exhibitions, Events, etc.	\$865		\$865		
Utilities				\$0	
Fundraising/Development (Non-Personnel)				\$0	
Merchandise/Concessions/Gift Shops		\$15,000	\$15,000	\$3,000	
Supplies/Materials	\$1,135	\$5,000	\$6,135	\$2,000	
Other Expenses (Itemize Below)					
Awards	\$2,000	\$19,000	\$21,000		
Trophies, Medals, Plaques			\$0	\$0	
			\$0	\$0	
			\$0	\$0	
SUBTOTALS:	\$15,000	\$48,000	\$63,000	\$10,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$73,000				
GRANT REQUEST	\$15,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0		\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)		\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Miami Northwest Express Track Club Inc		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$20,000		32%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$3,000	\$3,000	5%
Foundation Support			0%
Private/Individual Support	\$15,000	\$7,000	24%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues	\$10,000		16%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)				0%
TDC Grant				0%
				0%
				0%
				Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$48,000	\$10,000		24%
GRANT REQUESTED	\$15,000			
CASH REVENUES + GRANT REQUESTED	\$63,000			
TOTAL REVENUES (Cash plus In-Kind)	\$73,000	TOTAL IN-KIND %		16%

Application: Miami River Fund, Inc.

Brett Bibeau - miamiriver1@bellsouth.net
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000252

Last submitted: Feb 25 2020 02:50 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 8,000

Organization Name:

Miami River Fund Inc

Project Title:

Free 24th Annual Miami Riverday

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 4, 2020

Primary Event Location:

Lummus Park

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to provide marketing to inform tourists and residents about the free 24th Annual Miami Riverday, April 4, 2020, Lummus Park, 250 NW North River Drive from 1-6 PM, featuring free Miami River Boat tours, live music, environmental education, historic re-enactors, kayak and paddle-board races, children activities, food, drinks, etc.

Previous TDC Funding:

\$9,000 (18-19); \$10,000 (17-18); {End of cycle - \$6,000 (16-17)}; \$7,000 (15-16); \$8,000 (14-15); \$9,000 (13-14); \$10,000 (12-13); \$5,000 (11-12) End of Cycle; \$5,600 (10-11); \$6,400 (09-10); \$7,200 (08-09); \$8,000 (07-08) Started new cycle; \$8,000 (02-03); \$7,200 (01-02); \$8,000 (00-01)

Other Government Funding:

Florida Inland Navigation District - \$1,000

South Florida Water Management District - \$3,000

Miami River Commission - \$2,000

City of Miami - \$2,000

Community Grants - \$10,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Jan 7 2020

TDC Grant Program

Organization Name:

Miami River Fund Inc

1. State the organization's mission

The Miami River Fund, Inc. (MRFI) was created in 1998 to improve the 5.5-mile Miami River and its surroundings, including the 69-square-mile water basin that includes much of the City of Miami and a portion of Miami-Dade County. The MRFI created a volunteer advisory board composed of Miami River stakeholders, marine industrial business owners, environmental agencies, neighborhood representatives, and elected officials to serve as the official "coordinating clearinghouse for all public policy and projects related to the Miami River" and spearhead collective efforts for its continued revitalization. The MRFI's motto is "One Voice for the River," as it encompasses our mission of promoting unity.

2. Provide an organization history

Since its inception in 1998, the Miami River Fund, Inc. (MRFI) has served as a watchdog and leader within the Miami River's community, promoting direct interaction between the public and local and state agencies to improve the historic Miami River.

To date, the MRFI has led the successful completion of the Miami River Maintenance Dredging and Environmental Restoration Project, which removed the hundreds of thousands of contaminated

sediments that had accumulated on the river's bottom following decades of neglect. The \$89 million project successfully restored the river's federal navigable channel to its allotted 15-foot depth, which now allows cargo vessels to traverse regardless of tide and has improved the natural environment of the Miami River and Biscayne Bay. The MRFI has also led the continued development of the Miami River Greenway, a system of interconnected, publicly accessible riverwalks and on-road paths meant to unite the river's multicultural neighborhoods and promote the river as a destination landscape. Creation of the 11-mile Miami River Greenway will improve resident's quality of life and the natural environment by connecting neighborhoods to the Riverfront and its public parks and creating the needed infrastructure for alternate forms of transportation. The MRFI is also focused on creating new public green spaces and community vegetable/fruit gardens, beautifying beneath bridges and increasing tree canopy via co-sponsoring and funding monthly volunteer events with local universities and environmental organizations.

In addition, the MRFI is committed to providing environmental education and highlighting the river's ongoing revitalization through hosting our annual free Miami Riverday Festival-thanks to the gracious funding of the Miami-Dade County Department of Cultural Affairs and local businesses. During the annual FREE Miami Riverday Festival, the entire community enjoys narrated riverboat rides, historical tours and re-enactments of river life, over 20 educational booths from participating state and local environmental agencies, children activities (like story-telling, face painting, rock climbing, obstacle courses, etc.), live music, local cuisine, etc. Miami-Dade County funding allows the MRFI to continue offering this festival for free and allows us to showcase the multicultural spirit and unity that has flourished along the historic Miami River.

The MRFI's broad based volunteer board has the organizational capacity to continue hosting publicly noticed monthly meetings/workshops to engage the community, as well as local, federal and state agencies, to work together to enhance the Miami River via the implementation of its award winning "Miami River Corridor Urban Infill Plan and "Miami River Greenway Action Plan." The Urban Infill Plan was created in 2002 under a joint planning agreement with the city, county and MRFI, as a strategic vision for the entire Miami River. Only a few years following its adoption, more than half of its "implementation steps" have been brought to fruition, including maintenance dredging of the river; development of sections of the Miami River Greenway, endorsement of the Scavenger 2000 Water Decontamination vessel services (which removes significant quantities of litter and debris along the river), storm water system retrofits, redevelopment, creation of six new waterfront parks, increased tree canopy, removal of derelict vessels, environmental education programs, annual festivals, volunteer clean-ups, extending the hours of Metromover stations near the river, and expansion of the Enterprise Zone economic incentives.

The Miami River is a valuable natural and historic resource of Miami-Dade County. Through the implementation of the Greenway Action Plan, the MRFI hopes to improve the future economic well-being of the community by increasing public access to the waterway, sustaining the "working river" maritime shipping industry, restoring water quality in the river channel, serving as an attractive destination for local residents and visitors, encouraging appropriate adjacent land use, fostering an ethic of stewardship for plants and animals native to the river landscape, and celebrating the multicultural diversity of the river's neighborhoods.

The MRFI remains committed to implementing all of the Urban Infill and Greenway Plan's recommendations and is focused on completing the publicly accessible Miami River Greenway, and encouraging the coexistence and balance of uses among local marine industrial businesses, historic neighborhoods and parks, waterfront restaurants, residential development, etc. along the Miami River.

3. Website:

www.miamirivercommission.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	1
b. Part-time employees:	0
c. TOTAL PAID EMPLOYEES:	1
d. Number of volunteers:	4
e. TOTAL STAFF (total paid + number of volunteers):	5

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

3rd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

Free 24th Annual Miami Riverday

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant funds are requested to provide marketing to inform tourists and residents about the free 24th Annual Miami Riverday, April 4, 2020, Lummus Park, 250 NW North River Drive from 1-6 PM, featuring free Miami River Boat tours, live music, environmental education, historic re-enactors, kayak and paddle-board races, children activities, food, drinks, etc.

10a. Actual Project Start Date:

Apr 4 2020

10b. Actual Project End Date:

Apr 4 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 4, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 60209

12. Total Project Revenues:

\$ 60209

13. Total Organization Operating Budget:

\$ 223126

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

Miami Riverday is free so N/A

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

Miami Riverday is free so N/A

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	200
# of Children (Ages 6-12):	300
# of Youth (Ages 13-17):	500
# of Young Adults (Ages 18-22):	300
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	1300

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	5000
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	100

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

6400

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	20
# of Young Adults with Disabilities (Ages 18-22):	15
# of Adults with Disabilities (Ages 23 and above):	35

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 25 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The Miami River Fund Inc is applying to partially fund the FREE 24th Annual Miami Riverday Festival. Miami Riverday celebrates the unique culture of the Miami River District's mixed-use and multicultural neighborhoods, and attracts tourists via free Miami River Boat tours, live music by Cortadito and Lemon City Trio Bands, local cuisine, historic re-enactments in the 1844 Fort Dallas and the 1856 Wagner Homestead. TDC funds enhance the free 25th Annual Miami Riverday's tourism attractiveness by

chartering vessels for free boat rides, and marketing / advertising to invite the tourists.

This year the free Annual Miami Riverday festival will be celebrated on Saturday, April 4, 2020, 1 PM - 6 PM, in the Lummus Park Historic District, 250 NW North River Drive.

The free 24th Annual Miami Riverday festival will continue attracting tourists and residents via offering free Miami River Boat Tours, 2 live music bands (Cortadito and Lemon City Trio), children activities (environmental education, face painting, obstacle course, etc), kayak and paddle board races, historic re-enactors, food and drinks, environmental education and much more.

One of Miami's most popular tourist areas is Downtown, and Miami Riverday is located minutes away and/or walking distance from several major hotels frequented by tourists, including but not limited to: the Hyatt Regency, Riverpark Hotel, Mandarin Oriental, Hotel Intercontinental, Conrad Miami, J.W. Marriott, Radison, City Centre, etc. totaling over 4,000 hotel rooms. The Greater Miami Convention and Visitor's Bureau assist in marketing Miami Riverday to hotels. Miami Riverday marketing includes TV, Print ads in Miami Herald, Nuevo Herald, Diario de las Americas, New Times, Radio ads on Shake 108, La Nueva I-95 and Zeta 92.3 FM, 7,500 bilingual flyers, 20 bilingual posters in Riverwalk kiosks, 20 large street banners, internet postings and email blast outs.

The Radio Sponsors are Shake 108 (107.9) and SBS Radio stations Zol 106.7, Ritmo 95.7, Romance, Zeta 92.3. The print media sponsors are Herald, Nuevo Herald, Diario de Las Americas.

Miami Riverday will again directly deliver thousands of bi-lingual Miami Riverday invitations to the 10 major hotels with 4,000 rooms within walking distance from the free 23rd Annual Riverday. Miami Riverday will communicate directly with all the concierges at the 10 major hotels with 4,000 rooms within walking distance of Miami Riverday to encourage them to provide all their guests with the delivered bilingual invitations to the free 23rd Annual Miami Riverday. TDC funding would be used for marketing which is critical to advise tourists and residents of this free opportunity. Miami Riverday has 300 courtesy room blocks. Tourists staying in an est. 1,830 local hotel rooms will again enjoy the free 24th Annual Miami Riverday during their stay in Miami. River Inn Miami / Casa Florida is a sponsor of Miami Riverday.

There are over 20 environmental organizations involved in providing information from their free educational booths.

We estimate 6,400 people will attend the free 24th Annual Miami Riverday.

TDC - Marketing Details

Completed - Jan 7 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

The Free 24th Annual Miami Riverday 2020 Marketing Plan consists of the following:

TV Media: 15 second PSA's on Miami TV 77 - estimated 250,000 views

Print Media: 6 large advertisements and (digital ads) in the Miami Herald / El Nuevo Herald, New Times, Miami Today, Diario de las Americas, etc estimated 250,000 views

Radio: Frequent advertisements on Shake 108 FM and several Spanish Broadcasting System (SBS) radio stations including La Nueva I-95 FM and Zeta 92.3 estimated 250,000 listens

Internet: Web site advertisements and promotional email blasts and / or social networking by the Miami River Commission, City of Miami, Miami-Dade County, Greater Miami Chamber of Commerce, Greater Miami Convention and Visitors Bureau, South Florida Water Management District estimated total 200,000 views

Street Banners: 20 street banners (size 6' x 3') strategically placed in high traffic areas estimated 50,000 views

Fliers and Posters: 7,500 bilingual Miami Riverday 2020 fliers will be distributed to all Miami River District Hotels and throughout the community by MRFI; 20 bilingual posters will be installed in City of Miami-owned kiosks along the publicly accessible Miami River Greenway.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

4 Radio stations = Zol 106.7, Ritmo 95.7, Zeta 92.3, and Shake 108 (107.9) estimated 250,000 listens

TV Stations = City of Miami TV (CH 77) estimated 250,000 views

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

1007500

3a. How was the above estimate determined?

total number of estimated views, hits, listeners, etc

TDC - Tourism Impact Projections

Completed - Feb 25 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

6300

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

100

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	2650	50
Out of County	1350	50
Out of State	1150	
Foreign	1150	

TOTAL Projected # of Audience Attending:

6300

TOTAL Projected # Performing/Instructing:

100

Participating Hotels | Room Blocks**In this section, please describe/provide:**

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

There are 11 major hotels located within walking distance and or minutes away from the free 24th Annual Miami Riverday, including Hyatt, Epic, Mandarin, W, Riverpark Hotel, Radison, JW Marriott Hotel Intercontinental, River Inn Miami, City Centre, etc. for a total of 4,000 hotel rooms. Even if Miami Riverday 2020 falls short of our 10,000 attendance goal, yet 30% are tourists staying a minimum of two nights in a hotel room, the number of rooms used is significant.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:		
# of hotel room nights anticipated to be booked:	1830	
Actual number of hotel room nights used last year:	1500	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	
Courtesy Room Blocks:	

Past Hotel Room Nights Tracker Chart (*per information reported in previous Final Report submissions*):

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Hyatt, Epic, Mandarin, W, Riverpark Hotel, Radison, JW Marriott, Hotel Intercontinental, River Inn Miami, City Centre	1500 est total. (Est. guests from 150 rooms in each of the 10 listed hotels)
Year 2:	Hyatt, Epic, Mandarin, W, Riverpark Hotel, Radison, JW Marriott, Hotel Intercontinental, River Inn Miami, City Centre	1500 est total. (Est. guests from 150 rooms in each of the 10 listed hotels)
Year 3:	Hyatt, Epic, Mandarin, W, Riverpark Hotel, Radison, JW Marriott, Hotel Intercontinental, River Inn Miami, City Centre	1500 est total. (Est. guests from 150 rooms in each of the 10 listed hotels)

Performance Venue Locations and District Numbers

Completed - Jan 7 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Lummus Park
Address - venue #1	250 NW North River Drive
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33128
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Miami River Fund, Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$7,105	\$7,105	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$5,100	\$5,100	
Contracted/Outside Other Fees/Services		\$3,435	\$3,435	
Marketing: ADV/PR/Printing/Publications	\$9,909	\$6,389	\$16,298	\$4,500
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/Support/Maintenance		\$1,000	\$1,000	\$1,000
Travel: In County			\$0	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$8,366	\$8,366	\$500
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.	\$965		\$965	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$800	\$800	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$478	\$478	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$327	\$327	
Other Expenses (Itemize Below)				
Miami River Boat Tours	\$4,126		\$4,126	\$6,000
			\$0	
			\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

				\$0:
				\$0:
SUBTOTALS:	\$15,000	\$33,000	\$48,000	\$12,000
TOTAL EXPENSES (Cash plus In-Kind)	\$60,000			
GRANT REQUEST	\$15,000			
Grant Request minus Grant Dollars Allocated: this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$7,105			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$15,000	\$12,000	31%
Foundation Support			0%
Private/Individual Support			0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Florida Inland Navigation District	\$1,000		2%
South Florida Water Management District	\$3,000		6%
Miami River Commission	\$2,000		4%
Government Grants: Local (Itemize below)			
City of Miami	\$2,000		4%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

				0%
Department of Cultural Affairs Grants (Itemize below)				0%
Community Grants	\$10,000			21%
				0%
				0%
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$33,000	\$12,000		31%
GRANT REQUESTED	\$15,000			
CASH REVENUES + GRANT REQUESTED	\$48,000			
TOTAL REVENUES (Cash plus In-Kind)	\$60,000	TOTAL IN-KIND %		25%

Application: Michael-Ann Russell Jewish Community Center, Inc.

Iris Kohn - irisk@marjcc.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000250
Last submitted: Apr 2 2020 02:44 PM (EDT)
Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

7500

Staff Recommendation:

\$ 7,000

Organization Name:

Michael-Ann Russell Jewish Community Center, Inc.

Project Title:

Festival Yachad Israeli Dance Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

May 22, 2020 / May 31,2020

Primary Event Location:

Michael-Ann Russell Jewish Community Center

County Commission District - Primary Event Location:

4

Secondary Event Location:

Julius Littman Performing Arts Theater

County Commission District - Secondary Event Location:

4

Project Synopsis:

Grant funds are requested to support the Michael-Ann Russell Jewish Community Center's annual Festival Yachad - Israeli Folk Dance Festival, now in its 24th year, celebrating, through dance, the Jewish heritage and contemporary Israeli culture. Festival Yachad features 325 dancers from the MAR-JCC's year-round dance department as well as dance groups from Mexico, Panama, and Brazil (representing 100 dancers).

Previous TDC Funding:

{End of cycle - \$5,000 (18-19)}; \$5,000 (17-18); \$5,600 (16-17); \$6,300 (15-16); \$7,000 (14-15); {End of Cycle - \$5,000 (13-14)}; \$5,000 (12-13); \$5,600 (11-12); \$6,300 (10-11); \$7,000 (09-10); \$5,000 (08-09) End of cycle; \$5,000 (07-08); \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05)

Other Government Funding:

N/A

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Michael-Ann Russell Jewish Community Center, Inc.

1. State the organization's mission

The Michael-Ann Russell Jewish Community Center Cultural Arts Department's mission is to provide quality cultural arts programming to the community, for all ages, and work collaboratively with other JCC program departments and community organizations to maximize opportunities for all segments of our community to avail themselves of the diverse program offerings that include theatre performances, films, book reviews and meet the author events, music programs, dance performances, art exhibitions, and educational lectures.

2. Provide an organization history

From inter-generational festivals, cultural arts offerings, lecture series, and community workshops, to sports leagues and clinics, fitness classes, special needs programming, summer camp, and infant day care and pre-school, the JCC is dedicated to the enhancement of family and individual growth and the enrichment of community life.

From the Early Childhood Development Center and Cultural Center to the state of the art Sports and Wellness Complex (that includes an Outdoor Athletic Complex, Aquatics Center(with heated indoor and outdoor pools with lifts, fitness center and group exercise studios,12 court Tennis Center, and full size indoor basketball Gymnasium, the JCC is a focal point of activity for the North Miami-Dade and surrounding community.

More than 3,000 people visit theJCC on a daily basis to participate in the wide variety of programs, services, activities, and classes that are offered. Though a membership based institution, most JCC programs and services are open to the general community regardless of membership affiliation. As a Center of diversity, the JCC welcomes all races, religions, nationalities, sexual orientation, and encourages participation regardless of one's socio-economic background.

Approximately 25 years ago, under the JCC's new professional leadership of Gary Bomzer-President &

CEO and David Surowitz-Assistant Executive Director, the JCC made a commitment to enhance its year-round cultural arts programming which, until that point, was predominantly sports oriented. With this new direction, the Alan and Diane Lieberman Children's Cultural Arts Series was implemented to ensure that young audiences would have the opportunity to attend professional children's cultural arts programs (at either minimal or no cost) that would be educational, entertaining, and open to the community. Today, this Series is celebrating its 24th season and has impacted upon more than 70,000 people since its inception. At that same time, drawing on its Israeli dance program that had an enrollment of 70 children and teens, the Festival Yachad Israeli Folk Dance Festival was conceived. Now approaching its 24th birthday, Festival Yachad features 550 dancers - children, teens, and young adults enrolled in the JCC's year-round dance department (Bamachol Dance Academy)-along with invited dance groups from abroad. Initially, Festival Yachad was comprised of one performance; today, having established itself as an important cultural event, Festival Yachad features three different performances in multiple venues (two in Miami-Dade County). To broaden the spectrum of cultural arts programming, the JCC, approximately 20 years ago, expanded its staffing with the hiring of a Community Shaliach, who, among his responsibilities, was to develop cultural arts programs that presented Jewish and Israeli culture through musical and dance performances (featuring artists/groups from Israel), Israeli cinema, lectures, and exhibits. Today, this area of programming is an integral component of its overall cultural arts program highlighted by an Israel Cinema Nights and an annual Israel Festival.

With a goal of establishing a theatre program at the MARJCC, the Actors in the Gym Community Theatre was established (approximately 20 years ago) by a dedicated group of volunteers, who created a theatre season of 3-4 productions. This growth in its cultural arts programming resulted in the JCC establishing a Cultural Arts Department. Furthermore, the interest in theatre at the JCC lead to the establishment (11 years ago) of JCAT (the J's Cultural Arts Theatre). Serving youth and adults, J-CAT today is the JCC's year-round theater program that presents 4 - 5 annual productions in the JCC's fully equipped theater, along with offering theatre classes and workshops for children, teens, and adults.

To better serve its constituents and meet the growing demand for cultural arts oriented programs, the JCC recently opened a cultural center, which has enabled the JCC to broaden the scope of its menu of activity with the addition of three music studios, two dance studios, two art studios, an exhibition hall, and a 200+ seat theater to accommodate its own in-house theatre, dance and music programs, along with screening of films, presenting of lectures, and hosting community events. In addition, the cultural center provides a venue to present art exhibitions by local, national, and international artists along with shows by local and visiting performers.

The Cultural Arts Department, along with 14 other program departments of the JCC, provides the

community with a myriad of programs, activities, and services that makes the JCC a social, cultural, educational, recreational, and athletic hub for the North Miami-Dade and surrounding community.

3. Website:

www.marjcc.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	85
b. Part-time employees:	165
c. TOTAL PAID EMPLOYEES:	250
d. Number of volunteers:	120
e. TOTAL STAFF (total paid + number of volunteers):	370

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

4th

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 7500

9. Project Title:

Festival Yachad - Israel Folk Dance Festival

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Grant funds are requested to support the Michael-Ann Russell Jewish Community Center's annual Festival Yachad - Israeli Folk Dance Festival, now in its 24th year, celebrating, through dance, the Jewish heritage and contemporary Israeli culture. Festival Yachad features 325 dancers from the MAR-JCC's year-round dance department as well as dance groups from Mexico, Panama, and Brazil (representing 100 dancers).

10a. Actual Project Start Date:

May 22 2020

10b. Actual Project End Date:

May 31 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

May 22, 2020 / May 31, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 99795

12. Total Project Revenues:

\$ 99795

13. Total Organization Operating Budget:

\$ 571000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

For the JCC's last program year, there were 40 attendees to theatre productions presented by the JCC's theater program - JCAT.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

For the JCC's last program year, there were 90 attendees to theatre productions presented by the JCC's theater program - JCAT.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	30
# of Children (Ages 6-12):	730
# of Youth (Ages 13-17):	200
# of Young Adults (Ages 18-22):	50
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	1010

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	1100
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	145

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

2255

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	20
# of Young Adults with Disabilities (Ages 18-22):	10
# of Adults with Disabilities (Ages 23 and above):	5

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 9 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Festival Yachad Israeli Folk Dance Festival celebrates the Jewish heritage/Israeli culture through choreographed dance performances, traditional/contemporary Jewish/Israeli music, narration, & colorful costuming reflecting the rich Jewish heritage and contemporary Israel culture. The Festival features 325 dancers from the JCC's Bamachol Dance Academy along with providing a venue for invited Israeli dance groups from abroad to perform. It is estimated that 100 out-of-country dancers will perform in the

Festival. Accommodations for these dance groups will be at the Ramada Plaza, Sunny Isles Beach. During their 4 night stay, these dancers will shop at area stores/malls, eat at the hotel & area restaurants, & visit popular tourist destinations, e.g., South Beach, Lincoln Road, & Holocaust Memorial. Family members of some visiting dancers will come to Miami to attend the Festival & too, frequent area restaurants, malls, & attractions. Other events for the visiting dancers include a Shabbat Dinner (Ramada Plaza), pool party & barbecue (JCC), & farewell party at an area restaurant.

The Festival features 3 performances on 3 different days in 3 different venues - 2 of which will be in North Miami Beach for which funding is requested - a free Showcase Performance by visiting dance groups on Friday, May 22, at the JCC, & a Children's Performance on May 31, at the Julius Lttman Performing Arts Theater - with tickets ranging from \$10 - \$35. The Festival's successful format will remain similar to previous years. Festival Yachad's reputation has allowed it to continually draw dance groups from abroad to participate while, at the same time, enjoy many of Miami-Dade's attractions. A minimum of 100 dancers (plus chaperones & choreographers) from Brazil, Mexico, & Panama are expected to attend, along with some family members. Recognizing that visiting dance groups contribute to Festival Yachad's audience appeal, invitations to dance groups from abroad begin in August with the goal to have commitments in December/January. In addition to Festival Yachad attracting out-of-country dance groups & family members, the Festival will attract audiences from Broward & Palm Beach counties (as well as Miami-Dade). It is estimated that the Festival's audience will total 1,800 individuals - approximately 350 will be from outside of Miami-Dade County.

Now in its 24th year, Festival Yachad is one of the JCC's most important cultural events. Marketing of the Festival includes paid advertising; social media, sending press releases to print media serving Miami-Dade, Broward, and Palm Beach counties; a posted event on community calendars; distribution of fliers, post cards, and posters to JCCs & houses of worship in Broward & Palm Beach counties (as well as Miami-Dade); notifying other Israeli dance programs in Broward & Palm Beach counties; and through organization email lists whose constituents span the tri-county area, including the Israeli American Council, Israeli House of the Consulate General of Israel, and Greater Miami Jewish Federation. In addition, the participating Israeli dance groups from abroad will assist in promoting the Festival to their respective communities. It is anticipated that the Festival will receive media coverage from the Jewish Journal, JW Magazine, & Shalom Israel Radio with Aaron Glanz. (There are no media sponsors).

Accommodations for the visiting dance groups will continue to be at the Ramada Plaza, Sunny Isles Beach. A block of one hundred thirty five room nights has been reserved. (The Festival does not have a hotel sponsor).

Festival Yachad is strictly a JCC production, developed under the auspices of its Bamachol Dance Academy. Funding by the TDC will be used towards marketing, for in-county transportation costs - e.g., transporting the different dance groups to different Miami tourist attractions, & towards production enhancements (costuming).

Planning for the Festival Yachad begins as soon as the previous Festival Yachad has concluded. Its timeline is...

June: Feedback received from visiting dance groups regarding Festival & overall stay in Miami; Festival choreographers are contacted by the Festival's Artistic Director for their evaluation of the production & recommendations for coming year. Yachad's planning committee evaluates Festival & offers input for the upcoming year

July: Festival dates finalized/Theater rented

August: Invitations extended to Israeli dance groups from abroad to participate in Festival

September: Festival theme established

October: Planning committee meets & begins implementation of fund raising strategies

November: Initial commitments received from dance groups from abroad

December: Choreographies finalized

January: Dancers begin learning choreographies/Out-of-country group deadline to RSVP to perform in Festival

February: Promotion begins

March: Tickets go on sale

April: All aspects of Festival finalized

May/June: Festival Yachad takes place

TDC - Marketing Details

Completed - Jan 9 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Festival Yachad will target a population that is interested in cultural programs that celebrate the Jewish heritage and the culture of Israel. Promotion will be done in a variety of ways that includes:

-email broadcasts (minimum 4) will be sent to JCC constituents and Bamachol Dance Academy's email broadcast list, along with emails to constituents of different organizations including the Israeli-American

- Council, the Israeli House of the Consulate General of Israel, and Greater Miami Jewish Federation
- fliers, postcards, and posters will be distributed to Jewish Community Centers serving Miami-Dade, Broward, and Palm Beach counties
 - Broward and Miami-Dade assisted living facilities will be provided with promotional material
 - Israeli dance programs in the tri-county area will be contacted to assist in promotional efforts to their respective constituents
 - a banner will be prominently hung at the JCC (which is accessed by an average of 3,000 people on a daily basis)
 - community publication calendars in Miami-Dade & Broward counties will be sent information for posting
 - press releases will be sent to print media including the Miami Herald, Aventura News, Sun Sentinel, JW Magazine, Jewish Journal (Miami-Dade, Broward, and Palm Beach counties editions), Around Town, and Jewish Living
 - will appear in the on-line Community Post of the Greater Miami Jewish Federation and Israeli press (Yediot Ahronot)
 - Festival Artistic Director will be interviewed on the Sunday radio show, SHALOM ISRAEL, with Aron Glanz
 - Paid advertising will appear in Culture Owl & JW Magazine (one ad each)
 - Facebook advertising - at least 3 postings
 - Participating Israeli dance groups from abroad to promote within their home communities
 - Posting on JCC Instagram
 - Listed on JCC website

Towards promoting tourism, in addition to 100+ dancers (plus chaperones and choreographers) from out-of-the country participating in Festival Yachad and having hotel accommodations at the Ramada Plaza in Sunny Isles Beach, some family members of the visiting dancers are again expected to travel to Miami to attend the Festival. Further, each of the dance groups will promote the Festival in their respective communities which may serve as a catalyst for travel to Miami during this time period. Through promotional efforts in the tri-county area, the Festival audience will continue to include residents of Broward and Palm Beach counties. They will learn of the Festival through an article that will appear in the Jewish Journal, will have received an email broadcast from organizations whose constituents reside throughout the tri-county area (e.g., Israeli House of the Consulate General of Israel and Israeli-American Council), through promotional material (e.g., fliers, post cards, and posters, displayed at Jewish Community Centers and houses of worship in Broward and Palm Beach counties, and through community calendar postings.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Festival Yachad does not have any media sponsors. Any advertising appearing on Facebook and through the print media, etc., will be an expense of Festival Yachad.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

51000

3a. How was the above estimate determined?

This estimate of 51,000 was calculated through the JCC's own email broadcast list (11,000); organizational email lists of the Israeli House of the Consulate General of Israel, the Israeli-American Council, and Greater Miami Jewish Federation (20,000); and through Facebook/Instagram advertising (20,000 followers).

TDC - Tourism Impact Projections

Completed - Jan 9 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

2110

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

145

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	1375	305
Out of County	350	40
Out of State	10	0
Foreign	65	110

TOTAL Projected # of Audience Attending:

1800

TOTAL Projected # Performing/Instructing:

455

Participating Hotels | Room Blocks**In this section, please describe/provide:**

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Visiting dance groups have been advised that hotel accommodations have been arranged at the Ramada Plaza in Sunny Isles Beach. 135 room nights have been reserved based upon a hope that the estimated number of dancers from out-of-the-country dancers anticipated to perform will be increased by acceptances from additional out-of-the-country dance groups that have indicated interest but have not yet been prepared to make a firm commitment. Last year, a total of 49 room nights were utilized which was below the number of hotel rooms anticipated. Unfortunately, there were last minute cancellations by several performing groups that were confronted with unanticipated financial challenges preventing them from coming to Miami to participate in the Festival,

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	135	
# of hotel room nights anticipated to be booked:	95	
Actual number of hotel room nights used last year:	49	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	135

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions)*:

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Ramada Plaza Sunny Isles Beach	84
Year 2:	Ramada Plaza Sunny Isles Beach	123
Year 3:	Ramada Plaza Sunny Isles Beach	49

Performance Venue Locations and District Numbers

Completed - Jan 10 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Michael-Ann Russell Jewish Community Center
Address - venue #1	18900 NE 25th Avenue
City - venue #1	North Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33180
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	4
MUNICIPALITY CODE:	07 North Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	107

Secondary Venue #2

Secondary Venue Name - #2	Julius Littman Performing Arts Theater
Address - venue #2	17011 NE 19th Avenue
City - venue #2	North Miami Beach
State - venue #2	Florida
Zip Code - venue #2	33162
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	4
MUNICIPALITY CODES - venue #2	07 North Miami Beach

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Michael-Ann Russell Jewish Community Center			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$13,223	\$13,223	\$6,140	
In-house/Salaried Personnel: Artistic		\$12,500	\$12,500	\$8,100	
In-house/Salaried Personnel: Technical/Production		\$2,800	\$2,800		
Contracted/Outside Artistic Fees/Services		\$1,500	\$1,500		
Contracted/Outside Other Fees/Services			\$0		
Marketing: ADV/PR/Printing/Publications	\$5,000	\$15,900	\$20,900	\$2,000	
Marketing: Postage/Distribution		\$1,000	\$1,000		
Marketing: Web Design/Support/Maintenance		\$1,950	\$1,950		
Travel: In County		\$6,000	\$6,000		
Travel: Out of County			\$0		
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$400	\$400		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.		\$5,250	\$5,250		
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.			\$0		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$7,000	\$7,000	\$2,000	
Other Expenses (Itemize Below)					
Video Production		\$3,250	\$3,250		
Security		\$1,285	\$1,285		
Refreshments for Dancers		\$1,000	\$1,000		
			\$0		
			\$0		
SUBTOTALS:	\$5,000	\$73,058	\$78,058	\$18,240	
TOTAL EXPENSES (Cash plus In-Kind)	\$96,298				
GRANT REQUEST	\$5,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0
Total Projected Administrative Expenses (Cash plus In-Kind)	\$19,363

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Michael-Ann Russell Jewish Community Center		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$29,500		38%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$30,500	\$4,000	39%
Foundation Support			0%
Private/Individual Support	\$13,058	\$14,240	17%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

				0%
Department of Cultural Affairs Grants (Itemize below)				0%
				0%
				0%
				0%
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$73,058	\$18,240		6%
GRANT REQUESTED	\$5,000			
CASH REVENUES + GRANT REQUESTED	\$78,058			
TOTAL REVENUES (Cash plus In-Kind)	\$96,298	TOTAL IN-KIND %		23%

Application: Nu Deco Ensemble, Inc

Derek Wallace - derek@nu-deco.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000272

Last submitted: Feb 28 2020 10:47 AM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 5,000

Organization Name:

Nu Deco Ensemble, Inc.

Project Title:

Nu Deco Ensemble featuring Lake Street Dive

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

May 1, 2020 to May 2, 2020

Primary Event Location:

The Adrienne Arsht Center for the Performing Arts of Miami-Dade County

County Commission District - Primary Event Location:

3

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support Nu Deco Ensemble featuring Lake Street Dive at the Adrienne Arsht Center in downtown Miami on Saturday, May 2, 2020. This performance will feature multi-genre group, Lake Street Dive, as well as the music of Earth Wind and Fire, Gustav Holst, and Sarah Kirkland Snider.

Previous TDC Funding:

\$5,000 (18-19); \$5,000 (17-18)

Other Government Funding:

Cultural Advancement - \$20,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 28 2020

TDC Grant Program

Organization Name:

Nu Deco Ensemble, Inc.

1. State the organization's mission

Nu Deco Ensemble's mission is to create compelling and transformative genre-bending musical experiences that inspire, enrich and connect new and diverse audiences and artists.

2. Provide an organization history

Nu Deco Ensemble co-founders Sam Hyken and Jacomo Bairos met while performing as young musicians with the Singapore Symphony in 2003. They bonded over their shared passion for orchestral music, and an excitement for the expansiveness of the genre. They formed Nu Deco years later in 2013, when the friends both found themselves living and working in Miami. They serve as co-artistic directors; with Hyken the composer and arranger, and Bairos the conductor.

When Nu Deco Ensemble launched, Miami was 'the largest US city without a full-time professional orchestra' [South Florida Classical Review]. We aim to fill that void in a way that truly reflects our young multi-cultural city, imagining the future of orchestral music and expanding the entire genre. As a 21st century orchestra, we work by commissioning artists, engaging guests and collaborators, and empowering our ensemble members. From the start, the focus has been on performing works by living composers, creating cutting-edge collaborations with special guests, and re-arranging works by innovative artists. The core 30-piece ensemble includes a string section; wind and brass; a full rhythm section consisting of both acoustic (percussion, piano) as well as electronic instruments (electric bass, electric guitar, drum machines and keyboards).

Miami audiences have responded with great enthusiasm and pride - in just four years we have created a successful season-long residency at The Light Box in Wynwood as well as well-attended concerts at performing arts centers like Adrienne Arsht Center's Knight Concert Hall and New World Center in Miami Beach. Through the expansion of our performances to these halls, Nu Deco is able to reach wider audiences.

Each show features a special guest artist whose work inspires us, and we are able to showcase them in an orchestral setting. Some recent guests have included neo-soul legend Macy Gray (December 2018)

and young jazz pianist Jacob Collier (February 2018) at the Adrienne Arsht Center; Afrobeat icon Angelique Kidjo (January 2019) and reggae scion Stephen Marley with Grammy-winning Latin funk singer Danay Suarez (January 2018) at the North Beach Bandshell); jazz organ virtuoso Cory Henry (October 2019 at the Light Box); multi-instrumentalists Kishi Bashi (March 2018) and Magda Giannikou (March 2019) at New World Center - to name a few.

As outlined in our mission, Nu Deco Ensemble looks to bend genres and bridge audiences. As a way to encourage and attract new patrons, each performance features a unique symphonic suite of the music of popular artists some of which have included Queen, Nina Simone, The Police, Aretha Franklin, Daft Punk, among others. Through this unique programming effort, we are able to attract new audiences to attend live orchestral performances, while also introducing traditional orchestral audiences to music that they may not be familiar with.

In addition to the regular concert series, some recent highlights have included

- Our debut tour date (August 2018, Saratoga Performing Arts Center, at which the reviewer wrote, “Occasionally you see or hear something that blows your mind...”);
- The recording of our debut album last June, which was released on digital platforms in November 2019 and CD/vinyl in December 2019.
- The launch of Nu Deco Imagination in 2016, a series of free educational concerts that now reaches more than 10,000 students each year at the Seminole Theater in Homestead and at the Arsht Center in Miami, as well as side-by-side in-school concerts at area high schools;
- World Premieres of over 300 new compositions, arrangements, and orchestrations at our presentations to Miami audiences; and
- The work that Nu Deco commissioned from Kishi Bashi in April 2018 will be performed by the National Symphony Orchestra in Washington DC, and the work will also be included on a feature documentary film Bashi is producing.

3. Website:

nu-deco.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	3
b. Part-time employees:	2
c. TOTAL PAID EMPLOYEES:	5
d. Number of volunteers:	10
e. TOTAL STAFF (total paid + number of volunteers):	15

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

3rd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division B: \$50,001 - \$250,000 (max. request of \$15,000)

8a. Grant Amount Requested:

\$ 15000

9. Project Title:

Nu Deco Ensemble featuring Lake Street Dive

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support Nu Deco Ensemble featuring Lake Street Dive at the Adrienne Arsht Center in downtown Miami on Saturday, May 2, 2020. This performance will feature multi-genre group, Lake Street Dive, as well as the music of Earth Wind and Fire, Gustav Holst, and Sarah Kirkland Snider.

10a. Actual Project Start Date:

May 1 2020

10b. Actual Project End Date:

May 2 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

May 1, 2020 to May 2, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 171200

12. Total Project Revenues:

\$ 171200

13. Total Organization Operating Budget:

\$ 1297500

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

10 tickets for our Arsht Center performances (20 total over the course of the year)

10 tickets for Bandshell (10 tickets total)

30 tickets total for the year

We have been involved in the Culture Shock program for 3 seasons.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

15 tickets for our Arsht Center performances (30 total over the course of the year)

We have been involved in the Golden Tickets program for two seasons.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	1500
# of Youth (Ages 13-17):	1500
# of Young Adults (Ages 18-22):	0
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	3000

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	1750
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	50

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

4800

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	15
# of Young Adults with Disabilities (Ages 18-22):	15
# of Adults with Disabilities (Ages 23 and above):	50

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 13 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Nu Deco Ensemble (NDE) performs at the Knight Concert Hall at the Adrienne Arsht Center for the Performing Arts in downtown Miami on May 2, 2020. This performance is in collaboration with New York City-based Lake Street Dive, one of today's preeminent multi-genre bands, as they stop in Miami to perform with Nu Deco on their national tour. The group performs music influenced by country music, jazz, and pop, and has an international following in the hundreds of thousands, as evidenced by their YouTube, music streaming and social channels. Lake Street Dive has not performed many concerts in Miami-Dade County, and they will be advertising the concert through their own channels as a main stop on their tour.

This program has an anticipated audience of 1800 patrons. Tickets are currently on sale and priced between \$35-85. In addition to paid tickets, Nu Deco offers tickets to the Culture Shock and Golden Tickets programs for this performance, as well as 400 tickets allocated to local community organizations to underserved audiences. The entire program includes a week of rehearsals, as well as outreach opportunities for the visiting artists and education performances on May 1 for over 3,000 students. Nu Deco Ensemble concerts are a unique cultural experience in Miami, and we have seen through experience that visitors to Miami-Dade County take an interest in attending Nu Deco performances: tourists and visitors usually account for 10% of Nu Deco Ensemble's audience.

The New York Times has hailed Nu Deco Ensemble as a "Chamber orchestra for the 21st century", Billboard has announced us as "Sonically Spellbinding" and Saratoga Living exclaimed us as "fiery, captivating and refreshingly original". These nationally recognized publications are gathering traction for Nu Deco, and with the release of our inaugural album in November 2019, NDE has reached over 100,000 streams on Spotify and other streaming services. This new attention encourages individuals from across the country to visit Miami and see what is happening in the arts and culture scene. Combined with the notoriety of Lake Street Dive, this performance is ripe for encouraging national attendance. Progress of tourist attendance will be tracked through ticket sale lists and surveys sent post-performance.

Lake Street Dive has a national presence, and as this performance is listed as part of their tour schedule, it will gain media and PR attention both here in Miami and nationally. The collaborative performance with them is unique, as it includes a full orchestra where their other performances on their tour are just acoustic sets. This will encourage their fans from afar, even in other cities where the tour will visit, to come down for this one-night only engagement featuring reimagined orchestral versions of Lake Street Dive's music.

NDE has cultivated a marketing effort that will ensure the success of the May concert at the Arsht Center. This includes: 1) Paid Promotional relationships; 2) Cross Promotional relationships; 3) Social Media pushes via Facebook, Instagram, etc; 4) Participation in free on-line calendars; 5) Utilizing the notoriety of Guest Artist Lake Street Dive as another vehicle to reach individuals around the world; 6) promoting the partnership with Marriott Biscayne Bay; and 7) utilizing PR firm, Big Picture Media, and NDE's management team at Red Light Management to gather national attention for this performance both through the general public and in the arts and entertainment arena.

Nu Deco has an agreement with Marriott Biscayne Bay, a national hotel chain walking distance from the Arsht Center. The Marriott will block off 15 rooms for the concert (for 2 nights each) for a total of 30 room nights.

TDC funding will allow Nu Deco to commission new arrangements specifically for the event. This allows NDE to continue to create 21st century orchestral content and to successfully market the event to those outside Miami who normally don't come to the Arsht Center for classical based performance.

The timeline for NDE's implantation strategies are below:

Tickets On-Sale - 9/17/2019

WDNA/WLRN Contracts - September 2019

Miami Herald/Indulge Contract - September 2019

Miami New Times Contract - September 2019

Lake Street Dive Announcement (release and on LSD instagram) - 11/26/2019

Social Media Engagement (Nu Deco & Lake Street Dive Channels) - January-May

Hotel Contract - January 2020

Other New Marketing finalized and distributed - Mar/Apr

Press Release through Big Picture Media - March 2020

Arsht Center Marketing (Emails and Social) - Mar/Apr

Paid Marketing/Cross Promos - Mar/Apr

Hotel Cross Promotion - Mar/Apr

Rehearsals Begin - 4/28/2020

Education Performances - 5/1/2020

Performance - 5/2/2020

TDC - Marketing Details

Completed - Jan 13 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Nu Deco has cultivated a marketing effort that will ensure the success of the May concert at the Arsht Center. This includes: 1) Paid Promotional relationships; 2) Cross Promotional relationships & free digital calendars; 3) Social Media pushes via Facebook, Instagram, and YouTube; 4) Utilizing the notoriety of Guest Artist Lake Street Dive as another vehicle to reach individuals around the world; 5) promoting the partnership with Marriott Biscayne Bay; and 6) utilizing PR firm, Big Picture Media, and NDE's management team at Red Light Management to gather national attention for this performance both through the general public and in the arts and entertainment arena.

For paid promotions, Nu Deco is proud to be working with WLRN and WDNA for radio spots and eblasts, Miami New Times for social media and eblasts (as well as SEO/SEM), Miami Herald for print and digital in publications including Indulge Magazine and Miami Herald weekend edition, Arsht Center for paid social and eblasts, and other national and local marketing outlets (both print and digital) as determined through our digital analysts.

Nu Deco will create strategic cross promotions with local arts organizations for all events. Organizations will include: New World Symphony, Arsht Center, Florida Grand Opera, Miami New Drama, IlluminArts, Miami Light Project, Miami Theater Center, National YoungArts Foundation, and others

Nu Deco has cultivated a strong following on our social channels (Facebook, Instagram and YouTube) and will use these channels to reach new and diverse audiences across the country. We will also utilize Lake Street Dive's reach on their channels through paid and organic posts.

The Marriott Biscayne Bay will promote the performance to their hotel attendees through their concierge

desk, encouraging visitors to attend and engage with the local arts scene during their visits.

Finally, through partnerships with Big Picture Media (PR) and Red Light Management (Mangement), Nu Deco will gather local and national attention for the performance through print and digital publications, as well as through word-of-mouth to industry professionals who have not been able to attend Nu Deco performances yet. This will help to boost Miami's attention as a place to visit for arts and culture.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

At this time there are no media sponsors for this event.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

1500000

3a. How was the above estimate determined?

This number is achieved by combining social media reach of Nu Deco, Arsht Center, and Lake Street Dive follower count, as well as impressions of paid print and radio spots.

TDC - Tourism Impact Projections

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

4750

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

50

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	4450	40
Out of County	150	
Out of State	125	10
Foreign	25	

TOTAL Projected # of Audience Attending:

4750

TOTAL Projected # Performing/Instructing:

50

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Overnight lodging will be promoted through or social media channels, website, and through the guest artist (Lake Street Dive).

The participating hotel will be the Marriott Biscayne Bay. As of now, we have 30 hotel nights on a courtesy hold. The unique booking link will allow us to track number of hotel rooms reserved through this hold. This number is higher than last year.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	30	
# of hotel room nights anticipated to be booked:	20	
Actual number of hotel room nights used last year:	20	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	30

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Marriott Biscayne Bay	20
Year 2:	ME Melia Miami	12
Year 3:	N/A	N/A

Performance Venue Locations and District Numbers

Completed - Jan 6 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	The Adrienne Arsht Center for the Performing Arts of Miami-Dade County
Address - venue #1	1300 Biscayne Blvd.
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	109

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	109

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Nu Deco Ensemble, Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$10,000	\$10,000		
In-house/Salaried Personnel: Artistic		\$10,000	\$10,000		
In-house/Salaried Personnel: Technical/Production			\$0		
Contracted/Outside Artistic Fees/Services		\$47,500	\$47,500		
Contracted/Outside Other Fees/Services		\$2,000	\$2,000		
Marketing: ADV/PR/Printing/Publications	\$15,000	\$2,400	\$17,400		
Marketing: Postage/Distribution			\$0		
Marketing: Web Design/Support/Maintenance			\$0		
Travel: In County			\$0		
Travel: Out of County			\$0		
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$2,300	\$2,300		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.		\$5,500	\$5,500	\$9,500	
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.			\$0		
Utilities			\$0		
Fundraising/Development (Non-Personnel)		\$3,500	\$3,500		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials			\$0		
Other Expenses (Itemize Below)					
Video		\$6,000	\$6,000		
Education and Outreach		\$48,000	\$48,000	\$9,500	
			\$0		
			\$0		
			\$0		
SUBTOTALS:	\$15,000	\$137,200	\$152,200	\$19,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$171,200				
GRANT REQUEST	\$15,000				
Grant Request minus Grant Dollars Allocated; this field must equal \$0			\$0		
Total Projected Administrative Expenses (Cash plus In-Kind)	\$10,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Nu Deco Ensemble, Inc		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$45,000		30%
Memberships	\$20,000		13%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$10,000		7%
Foundation Support	\$20,000		13%
Private/Individual Support	\$22,200		15%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
			0%
			0%
Government Grants: Local (Itemize below)			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			0%
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
In Kind Venue Rental for Arsht Center		\$19,000	0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Cultural Advancement	\$20,000		13%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$137,200	\$19,000	10%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$152,200		
TOTAL REVENUES (Cash plus In-Kind)	\$171,200	TOTAL IN-KIND %	12%

Application: Save Our Sisters DBT, Inc.

Kathryn Kim Bonomo - scott@gwnevents.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000258

Last submitted: Feb 26 2020 04:41 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 3,500

Organization Name:

Save Our Sisters DBT, Inc.

Project Title:

Miami Dragon Boat Festival

Project Type / Category:

Sport

Funding Category:

First Time

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 13, 14, 15, 16, 17, 18, 2020.

Primary Event Location:

Miami Marine Stadium

County Commission District - Primary Event Location:

7

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support the marketing efforts and cultural programming component of the Miami Dragon Boat Festival, scheduled to start on April 13 and run until April 18 at Miami Marine Stadium. The Dragon Boat Festival and cultural component will draw thousands of spectators while showcasing the sport of dragon boating and the Asian culture.

Previous TDC Funding:

N/A

Other Government Funding:

N/A

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 26 2020

TDC Grant Program

Organization Name:

Save Our Sisters DBT, Inc.

1. State the organization's mission

To promote a healthy, active lifestyle and provide organized opportunities for physical fitness, wellness education, and psycho-social empowerment among Breast Cancer Survivors and their supporters through the sport of dragon boating.

2. Provide an organization history

Founded in 2007, Save Our Sisters (SOS) is a non-profit organization, and South Florida's first Breast Cancer Survivor Dragon Boat Racing team. We are a survivor group whose focus is on living, rather than on the disease that brought us together. Team SOS members are from all walks of life, range in age from 30s to 70s with varied interests and fitness levels. SOS offers an active, health-giving, life affirming opportunity for breast cancer survivors. What was once an idea is now a part of a following - the roster size is over 50 paddlers and continues to grow.

3. Website:

www.teamsosmiami.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	0
b. Part-time employees:	0
c. TOTAL PAID EMPLOYEES:	0
d. Number of volunteers:	5
e. TOTAL STAFF (total paid + number of volunteers):	5

5. Project Type/Category *(Required)*

Sport

6. Funding Category

First Time

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division A: \$50,000 or less (max. request of \$5,000)

8a. Grant Amount Requested:

\$ 5000

9. Project Title:

Miami Dragon Boat Festival

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the marketing efforts and cultural programming component of the Miami Dragon Boat Festival, scheduled to start on April 13 and run until April 18 at Miami Marine Stadium. The Dragon Boat Festival and cultural component will draw thousands of spectators while showcasing the sport of dragon boating and the Asian culture.

10a. Actual Project Start Date:

Apr 13 2020

10b. Actual Project End Date:

Apr 18 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 13, 14, 15, 16, 17, 18, 2020.

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 45000

12. Total Project Revenues:

\$ 45000

13. Total Organization Operating Budget:

\$ 45000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

Spectators are encouraged to attend the Miami Dragon Boat festival as it is free of charge. There is no ticket fee associated with this event. Students are encouraged to attend the festival to learn about dragon boating and the Asian Culture.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

Spectators are encouraged to attend the Miami Dragon Boat festival as it is free of charge. There is no ticket fee associated with this event. Seniors are encouraged to attend the festival to learn about dragon boating and the Asian Culture.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	0
# of Children (Ages 6-12):	25
# of Youth (Ages 13-17):	25
# of Young Adults (Ages 18-22):	250
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	300

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	2640
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	60

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

3000

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	0
# of Young Adults with Disabilities (Ages 18-22):	0
# of Adults with Disabilities (Ages 23 and above):	100

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 6 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

The proposed project is the Inaugural Miami Dragon Boat Festival, set to be held during the week of April 13-18, 2020 at Miami Marine Stadium. Our annual Florida Training Camp will kick the festival off and will attract many paddlers from all over North America. The Tourism Pillar of the festival will be the Florida Training Camp and the Dragon Boat Festival. Teams will travel from all over North America to compete in the first stop of the Major League Dragon Boat (MLDB) Series.

The Cultural Pillar of the festival, the Asia Trend Cultural Expo and Village, is the heart of the cultural aspect of this project. Free for the public, spectators and participants are encouraged to attend the programming throughout the day. Exhibitions will be setup in the Cultural Village to strengthen the mutual understanding and create effective channels of communication between Asian Americans and non-Asian Americans. Anything from Youth Enrichment to Senior Services, there will be 10 workshops throughout the day all involved with the Chinese and Asian Culture. Performances will include (but not limited to): Dragon Dances, T'ai chi and Taiko Drumming.

The two events: the Training Camp and Dragon Boat Festival will take place at the Miami Marine Stadium (3601 Rickenbacker Causeway Key Biscayne, FL). Besides from the two main events, there will be cultural programming planned throughout the day. The festival is free for spectators and is a family-friendly festival.

The Dragon Boat Festival will attract close to 2,000 spectators and will see close to 1,500 participants compete in the festival. Not only can they take in the excitement of dragon boat racing, but also the cultural programming offered.

The marketing of the event will be done through paid advertising, our promotional tour and dragon boat print media. Additionally, there will be a press release and we plan on going through our local contact at the Greater Miami Convention & Visitors Bureau. We encourage local media outlets to participate in our festival, which also helps increase the promotion of the event. Our local media sponsor (Asia Trend) will also be helping with the promotion of this event.

We have two sponsor hotels for the Training Camp and Dragon Boat Festival: The Mutiny Hotel at Coconut Grove and the Residence Inn Coconut Grove. Spectators and Participants can enjoy a discounted

rate when entering a special code.

The principal competitors / target audience are as follows:

- 61% Female
- Healthy living and extremely active
- \$81,000 AHHI
- Over 70% aged 20-49
- 64% are (Professional, Owner, Executive, Manager)

The TDC funding will enhance the marketing efforts of the project as well as the Asian Cultural Programming. Not only is there entertainment from a sports perspective, but there is also the cultural entertainment. The other organizations involved in the project's production are Asia Trend and GWN Events.

TDC - Marketing Details

Completed - Feb 25 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Marketing Plan details have been uploaded.

The marketing details are described in three initiatives: paid advertising, promotional tour and dragon boat print media.

Through paid advertising, we would be targeting participants and through the markets of Southern Florida, which includes (not limited to) Hialeah, Homestead, Fort Lauderdale, Boca Raton and Miami. Targeted ads based on fitness-focused professionals ages 35-65 with a \$80,000 average household income.

Through our promotional tour, on-site activations at out-of-market dragon boat festival to help promote the Miami Dragon Boat Festival. These markets include: Orlando, Sarasota, Tampa Bay, Alabama and South Carolina. Targeted ads based on existing paddlers ages 35-65 with a \$80,000 average household income.

Dragon Boat Media - same as the above markets where purchasing of ad space with dragon boat publications and event guides.

Monthly newsletters get sent out every month. These are sent to a database of 50,000 subscribers and have been sent out since the date was confirmed in October, 2019. These will continue to be sent out right up until the event to promote the Miami Dragon Boat Festival.

There are constant social media posts about the Miami festival, which has generated quite a buzz since this is the first stop on the Major League Dragon Boat calendar. From December 2019 until February 2020, there have been 5 dedicated social media posts through GWN's Facebook and Instagram accounts. GWN's Facebook account currently has 12,849 followers. GWN's Instagram current has 1,491 and the link to register for Miami is in their current bio.

Also, we have posted the event on the Free Event Listing websites. These websites include: America Towns, Eventful, Festivals and Events, Find Festival, United States Dragon Boat Federation and Eventbrite.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Not applicable.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

2000000

3a. How was the above estimate determined?

Expected media reach: 2,000,000
- Existing database (multiple emails and reminders): 50,000
- Social Media Community: 20,000
- Paid Advertising (Google & Social Media): 500,000
- Print advertising: 20,000

TDC - Tourism Impact Projections

Completed - Feb 26 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

2940

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

60

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	1500	5
Out of County	800	45
Out of State	500	0
Foreign	140	10

TOTAL Projected # of Audience Attending:

2940

TOTAL Projected # Performing/Instructing:

60

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

The sponsor hotels are displayed in the information on the Festival's website. The list of the participating hotels are as follows: The Mutiny Hotel at Coconut Grove and Residence Inn Coconut Grove.

The number of room nights blocked is 144 - these are based on the hotel contract we have signed with the Residence Inn, who has given us 18 rooms a night. Training camp is throughout the week and participants are highly encouraged to stay at our host hotels.

Leading up to the festival, we believe that there will be 440 room nights anticipated to be booked. These numbers were based off of training camp participants as well as the number of teams (26 people per team) we project to stay at the hotels. These numbers were based off of similar events run on the Major League Dragon Boat Series calendar. We also assumed that they will sleep two to a room.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	144	0
# of hotel room nights anticipated to be booked:	50	0
Actual number of hotel room nights used last year:	0	0

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	144
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions)*:

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	N/A Event was not established.	N/A Event was not established.
Year 2:	Information unavailable.	150 hotel room nights.
Year 3:	N/A Event was not established.	N/A Event was not established.

Performance Venue Locations and District Numbers

Completed - Jan 6 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Miami Marine Stadium
Address - venue #1	3501 Rickenbacker Causeway
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33149
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	7
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	7
MUNICIPALITY CODE:	20 Pinecrest
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	115

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Save Our Sisters DBT, Inc.		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration				\$0
In-house/Salaried Personnel: Artistic				\$0
In-house/Salaried Personnel: Technical/Production				\$0
Contracted/Outside Artistic Fees/Services	\$2,250	\$4,950	\$7,200	
Contracted/Outside Other Fees/Services		\$3,250	\$3,250	
Marketing: ADV/PR/Printing/Publications	\$2,750	\$3,250	\$6,000	
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance		\$750	\$750	
Travel: In County		\$750	\$750	
Travel: Out of County		\$4,300	\$4,300	
Equipment Rental				\$0
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$5,650	\$5,650	
Equipment Purchase				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$2,550	\$2,550	
Space Rental				\$0
Space Rental / for Performance, Exhibitions, Events, etc.		\$6,550	\$6,550	
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.		\$700	\$700	
Utilities				\$0
Fundraising/Development (Non-Personnel)				\$0
Merchandise/Concessions/Gift Shops				\$0
Supplies/Materials		\$2,800	\$2,800	
Other Expenses (Itemize Below)				
Accommodations		\$4,000	\$4,000	
				\$0
				\$0
				\$0
				\$0
SUBTOTALS:	\$5,000	\$40,000	\$45,000	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$45,000			
GRANT REQUEST	\$5,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Save Our Sisters DBT, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees	\$30,000		67%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$10,000		22%
Foundation Support			0%
Private/Individual Support			0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

				0%
Department of Cultural Affairs Grants (Itemize below)				0%
				0%
				0%
				0%
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$40,000		\$0	11%
GRANT REQUESTED	\$5,000			
CASH REVENUES + GRANT REQUESTED	\$45,000			
TOTAL REVENUES (Cash plus In-Kind)	\$45,000	TOTAL IN-KIND %		0%

Application: Teatro Avante, Inc.

Mario Ernesto Sanchez - marioernesto@teatroavante.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000275

Last submitted: Feb 28 2020 01:57 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 15,750

Organization Name:

Teatro Avante, Inc.

Project Title:

35th International Hispanic Theatre Festival of Miami

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

June 18 & July 9, 10, 11, 12, 17, 18, 19, 23, 24, 25 & 26, 2020

Primary Event Location:

Adrienne Arsht Center

County Commission District - Primary Event Location:

7

Secondary Event Location:

Miami-Dade County Auditorium

County Commission District - Secondary Event Location:

7

Project Synopsis:

Funds are requested to support the 35th International Hispanic Theatre Festival of Miami, an award-winning festival presenting some of the best theatre companies in Latin America, Europe, and the U.S., June 18 – July 26, 2020, at the Adrienne Arsht Center, Miami-Dade County Auditorium and the Key Biscayne Community Center.

Previous TDC Funding:

\$17,500 (18-19); {End of cycle - \$10,500 (17-18)}; \$12,250 (16-17); \$14,000 (15-16); \$15,750 (14-15); \$17,500 (13-14); (End of cycle - \$10,000 (12-13); \$7,000 (11-12); \$8,000 (10-11); \$15,000 (09-10); \$10,000 (08-09)

Other Government Funding:

National Endowment for the Arts - \$30,000
Florida State Division of Cultural Affairs - \$25,000
Village of Key Biscayne - \$1,500
Cultural Advancement - \$125,000
Cultural Advancement Travel - \$5,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 28 2020

TDC Grant Program

Organization Name:

Teatro Avante, Inc.

1. State the organization's mission

“To preserve, enhance and further develop our Hispanic cultural heritage through the production and presentation of universal theatre and educational programs”.

2. Provide an organization history

Teatro Avante was established in 1979 to preserve, further develop and enhance our Hispanic cultural heritage through the production and presentation of the highest quality universal theatre. Through the years, we have staged productions by great playwrights, including García Lorca, Valle-Inclán, Tirso de Molina (Spain), Piñera, Triana, Cabrera Infante, Matas, Alomá, Ferrer (Cuba), Chocrón, Santana, Pinto (Venezuela), Vargas Llosa (Perú) and Gonzalez Melo (Cuba/Spain). We have also presented master playwrights from other cultures including Miller, Albee, Williams (USA), Cocteau (France), and Shakespeare and Orwell (England). With the same mission, Avante is also the producer and presenting organization of the annual International Hispanic Theatre Festival of Miami since its establishment in 1986, winner of the “Lorca”, “Ollantay” and “Atahualpa del Cioppo” awards in Spain, the “Kusillo” award in Bolivia and “UCSUR” in Perú.

Our programs have grown in depth and sophistication in the past several years while we continue to

strengthen our ties in the community. Through our growth as professionals, we have entered an international dialogue regarding the artist/community interaction. This is no easy task in an urban area home of almost three million residents (approx. 70% Hispanic, 15% Afro-American, 15% White non-Hispanic.). These statistics are rapidly changing but offer a current view of our community's complexity. Our programs consciously reflect the cultural profile of Miami's Hispanic community. As an artist-driven organization, one of our main motivations is to create an environment where Florida artists can work and flourish. During our forty years as a company, we have employed actors, directors, playwrights, composers, choreographers, designers and technicians. Increasingly, our company has been asked to represent the U.S. at international theatre festivals. We have performed in Mexico, Japan, Costa Rica, Spain, France, Colombia, Guatemala, Portugal, Venezuela, Puerto Rico, Dominican Republic, Ecuador, Argentina, and Slovenia.

In the U.S., Teatro Avante has performed in New York and Buffalo, NY, Winston-Salem, NC, El Paso, TX, Albuquerque, NM, Los Angeles, CA, and in several cities of South Florida. We are active participants in the local theatre scene (Spanish and English). In past years we have produced a Hispanic talent directory, we convened a seminar on AIDS, and we have worked with numerous cultural groups in the community. We also took a leadership role in the Theatre League of South Florida and the International Association of IberoAmerican Festivals and collaborated with other non-profit groups in their fundraising campaigns. We have presented our work to thousands of elementary, middle and high school students in Miami-Dade County public and private school systems. Teatro Avante has collaborated with prestigious organizations, such as the Adrienne Arsht Center for the Performing Arts, Miami-Dade County Auditorium, Miami Dade College, Florida Center for the Literary Arts (closed), National Black Theatre Festival, Florida Dance Festival, Tigertail Productions (closed), Miami Light Project, Spanish Cultural Center, Mexican Cultural Institute, Key Biscayne Community Center, New Theatre (closed), Diaspora Arts Coalition, Coconut Grove Playhouse (closed), Broward Center for the Performing Arts, Miami Dade Public Libraries, and the Miami Dade Parks and Recreation Dept., among others.

Avante has gone beyond the typical role of a Miami-based theatre company. We strive to present our best artistic work to as many audiences as possible and participate in the development of South Florida's performing arts community and the local theatre movement. By partnering with other organizations, especially at artistic and educational levels, we hope that experiencing theatre will be more than just plain entertainment.

Teatro Avante was chosen by the Arsht Performing Arts Center Trust (PACT) as the Hispanic-American artistic organization to represent the needs, perspectives, resources and cultural heritage of Miami-Dade County's Hispanic American arts organizations and their audiences.

3. Website:

www.teatroavante.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	2
b. Part-time employees:	10
c. TOTAL PAID EMPLOYEES:	12
d. Number of volunteers:	6
e. TOTAL STAFF (total paid + number of volunteers):	18

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

2nd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000

9. Project Title:

35th International Hispanic Theatre Festival of Miami

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the 35th International Hispanic Theatre Festival of Miami, an award-winning festival presenting some of the best theatre companies in Latin America, Europe, and the U.S., June 18 - July 26, 2020, at the Adrienne Arsht Center, Miami-Dade County Auditorium and the Key Biscayne Community Center.

10a. Actual Project Start Date:

Jun 18 2020

10b. Actual Project End Date:

Jul 26 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

June 18 & July 9, 10, 11, 12, 17, 18, 19, 23, 24, 25 & 26, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 500,000

12. Total Project Revenues:

\$ 500,000

13. Total Organization Operating Budget:

\$ 500,000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

Teatro Avante has participated in Culture Shock since the Miami-Dade County Cultural Affairs Dept. established the Culture Shock program. We donate as many tickets as requested every year.

This is a very important program for us because it attracts a very young audience who eventually will become our future audience.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

Teatro Avante has participated in Golden Ticket Program since the Miami-Dade County Cultural Affairs Dept. established the Golden Ticket program. We donate as many tickets as requested every year.

This is a very important program for us because it allows senior citizens to enjoy our presentations, individuals who may not be able to afford to go to the theatre. We also present Avante's presentations with supertitles in English since 1985 for the non-Spanish speaker and the hearing impaired.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	100
# of Children (Ages 6-12):	400
# of Youth (Ages 13-17):	75
# of Young Adults (Ages 18-22):	150
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	725

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	4200
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	75

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

5000

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	15
# of Young Adults with Disabilities (Ages 18-22):	30
# of Adults with Disabilities (Ages 23 and above):	50

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Jan 11 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

Teatro Avante will present the XXXV INTERNATIONAL HISPANIC THEATRE FESTIVAL (IHTF) OF MIAMI, our 35th anniversary, to be held June 18 - July 26, 2020, and will present 6-10 companies, representing several countries from Latin America, Europe, and the U.S. The IHTF will be held in Miami-Dade County at the Adrienne Arsht Center for the Performing Arts, Miami-Dade County Auditorium and the Key Biscayne Community Center. During the 3-weeks of the festival, there will also be a one-day celebration for

children with free admission.

Teatro Avante's IHTF, the only one of its kind in the United States since 1986, has a single goal in mind: to preserve our Hispanic cultural heritage through universal theatre and through our educational programs. Avante is both, a producing and presenting cultural organization. Avante has never been alone in fulfilling its goal. Prestigious local organizations have been our collaborators. The artistic quality of our productions, presentations and educational program is reflected in reviews, professional advisors and experts in the field, and most importantly, our audience in Miami-Dade County, who is able to experience, perhaps for the first time, world-renowned theatre companies from their country of origin.

Oct. Deadline to submit the application for the festival the following year

Dec / Confirmation of hotel and meals

Jan / Final selection of program

Feb-Mar / Marketing and Advertising plans

April / Press releases sent to media and other members in the community

June / Poster Unveiling Ceremonies, Press Conference

May-June-July / Publicity interviews in print and television. Email blasts, Instagram and Facebook postings

July / Life Achievement in the Performing Arts Award presentation

July / Performances at various locations in Miami-Dade County

July / Theatre workshops at Miami-Dade County Auditorium

July / International Children's Day celebration at Miami-Dade County Auditorium

July / International Festival Directors' Forum and other guests

July / Opening of Avante's world premiere closing of the festival

Avante commissions two visual artworks for the posters, the official festival poster, and the International Children's Day poster. An internationally-renown artist designs the full-color festival poster. Artists are selected by a panel composed of several board members and staff of Avante. Since 2017, we organize a visual arts contest among patients at the Nicklaus Children's Hospital in Miami. The winner becomes the International Children's Day poster artist, presented at the poster unveiling ceremony and the free poster is distributed among all children attending the event.

The IHTF receives major support for its effective marketing plan for the promotion, publication and dissemination of the event. Press releases, invitations, postcards, brochures, posters, and programs, reach thousands. Univision23 and Univision Radio are major television and radio sponsors. The Miami Herald/El Nuevo Herald and Diario Las Americas are major print media sponsors and provide extensive coverage of the event, including ads, articles and reviews, and the Adrienne Arsht Center include the

festival in their summer brochure delivered to more than 500,000 households. Miami-Dade County Auditorium also makes a large contribution to market the event in its marquee and social media.

Teatro Avante's International Hispanic Theatre Festival of Miami has always been accessible to individuals with disabilities. Avante has always complied with the Americans With Disabilities Act (ADA), Section 504, and Florida Statutes 553 Compliance. Our facilities/venues comply with all regulations for audience members with disabilities. In addition, the Festival offers discounts to all persons with disabilities.

Avante has already confirmed the support of the Marriott Miami Biscayne Bay, 1633 N. Bayshore Dr, Miami, FL 33132. Phone: (305) 374-3900, and has blocked 150 rooms for this event. We have also confirmed the support of Camila's Brazilian Restaurant, 129 S.E. 1st Ave., Miami, for lunch, and Versailles Restaurant in Little Havana for dinner.

We have always been very careful in preparing and constantly revising a realistic budget. The planning, production, and execution of the annual award-winning IHTF have never been an easy task. Now, countries such as Mexico, Brazil, and Spain, who have elected new presidents are experiencing budget cuts in their countries' culture and art contributions.

But as long as we continue to receive the support of public agencies, such as the Miami-Dade County Department of Cultural Affairs, the National Endowment for the Arts and the State of Florida Division of Cultural Affairs, foundations and private corporations, and continue to attract local, national and international media support, we at Teatro Avante and the IHTF will continue to fight for the survival, continuity, and enhancement of our Hispanic cultural heritage and its contribution to everyone's quality of life.

TDC - Marketing Details

Completed - Jan 11 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Marketing strategy of the IHTF not only promotes the event to South Florida's audiences but focuses on portraying Miami-Dade County as a center of vibrant cultural and artistic programming to international audiences as well.

The IHTF promotes Miami-Dade County as a center of vibrant regional, national and international cultural and artistic programs. Companies visiting Miami from Latin America, Europe, and the U.S. receive extensive press coverage in their respective countries and in important publications abroad.

Avante's marketing plan includes thousands of postcards, invitations, festival and IHTF posters, and programs, distributed locally and throughout Latin America and Spain. The IHTF will be featured in local print media such as El Nuevo Herald, The Miami Herald, Diario Las Americas, and The Miami New Times, among other important publications.

The IHTF will be included in national and international magazines such as American Theatre Magazine, Artez, the most important art and theatre magazine in Spain, and Latin American Theatre Review - University of Kansas, among others, where the IHTF is promoted to thousands of tourists and visitors of Miami-Dade County. Avante's web page and several other links will be seen by thousands of viewers. Television and radio promos, interviews, articles and reviews in print media, and the exposure received by Avante's educational program, such as the international conference, book presentation, poster unveiling ceremonies, and the presentation of the "Life Achievement in the Performing Arts Award", are also important events for our marketing strategy.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

The Festival continues to enjoy major support from Univision 23/Unimas, the most important Hispanic television station in the U.S. and with the highest ratings; and Univision Radio (Mix 98.3, Amor107.5, UnivisionAmerica Miami 1140 AM, Radio Mambi WAQI710AM), the most important Hispanic radio stations in Miami-Dade County.

Avante also receives coverage and support from other cable channels such as Mega TV, America TV, County, and educational channels, and from other publications such as The Islander News and INYBN in Key Biscayne.

Our media sponsors have always been very important to us.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

1000000

3a. How was the above estimate determined?

Figures estimated by total Univision viewers and total Univision Radio listeners.

Our website is visited by thousands of users, and we promote the event on Facebook, Instagram and e-mail blasts (our most effective marketing tool). The Adrienne Arsht Center, Miami-Dade County Auditorium and Key Biscayne Community Center, also contributes greatly to the people we are reaching through electronic media.

The IHTF is evaluated through different means: attendance figures, reviews, surveys, sponsorships. We are constantly measuring program impact. As a member of the International Association of Iberoamerican Festivals, we are highly visible and evaluated annually for greater impact. Reviews and articles at the national and international levels give an accurate measure of the quality of the works the Festival brings to South Florida. This impact is also measured by several publications whose main objective is to attract tourism in this area, and who list the IHTF as one of the major cultural events in Miami-Dade County. An article in the New Times said that the "IHTF is one of South Florida's cultural highlights."

TDC - Tourism Impact Projections

Completed - Jan 13 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

4925

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

75

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	4375	20
Out of County	300	5
Out of State	150	10
Foreign	100	40

TOTAL Projected # of Audience Attending:

4925

TOTAL Projected # Performing/Instructing:

75

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

This year we have been able to book the centrally-located Marriott Miami Biscayne Bay in Downtown Miami. This will be our exclusive headquarters hotel. Theatre companies, special guests and other visitors will be staying at this excellent hotel.

We have booked 125 rooms already.

Our search for a hotel suitable for festival theatre companies and special guests started in Oct. 2019. We wanted a hotel close to the Adrienne Arsht Center, and close to other activities our guests could benefit from.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	125	
# of hotel room nights anticipated to be booked:	125	
Actual number of hotel room nights used last year:	117	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	125
Courtesy Room Blocks:	0

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions):*

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	River Park Hotel & Suites	125
Year 2:	River Park Hotel & Suites	150
Year 3:	River Park Hotel & Suites	150

Performance Venue Locations and District Numbers

Completed - Jan 13 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Adrienne Arsht Center
Address - venue #1	1300 Biscayne Blvd.
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	7
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	116

Secondary Venue #2

Secondary Venue Name - #2	Miami-Dade County Auditorium
Address - venue #2	2901 W. Flagler St.
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33135
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	7
MUNICIPALITY CODES - venue #2	01 Miami

Venue #3

Venue Name - #3	Key Biscayne Community Center
Address - venue #3	10 Village Green Way
City - venue #3	Key Biscayne
State - venue #3	Florida
Zip Code - venue #3	33149
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	7
MUNICIPALITY CODES - venue #3	01 Miami

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	7
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	115

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		TEATRO AVANTE, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$54,000	\$54,000		
In-house/Salaried Personnel: Artistic		\$25,000	\$25,000		
In-house/Salaried Personnel: Technical/Production	\$5,000	\$40,000	\$45,000		
Contracted/Outside Artistic Fees/Services		\$50,000	\$50,000		
Contracted/Outside Other Fees/Services		\$1,800	\$1,800		
Marketing: ADV/PR/Printing/Publications	\$10,000	\$30,000	\$40,000	\$15,000	
Marketing: Postage/Distribution		\$3,000	\$3,000		
Marketing: Web Design/Support/Maintenance		\$10,000	\$10,000		
Travel: In County		\$5,000	\$5,000		
Travel: Out of County		\$49,000	\$49,000	\$25,000	
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental		\$36,000	\$36,000		
Space Rental / for Performance, Exhibitions, Events, etc.	\$10,000	\$30,000	\$40,000	\$35,000	
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.			\$0		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$8,200	\$8,200		
Other Expenses (Itemize Below)					
Insurance		\$3,000	\$3,000		
Utilities		\$9,000	\$9,000		
Educational Component		\$5,000	\$5,000		
Production Expenses		\$41,000	\$41,000		
			\$0		
SUBTOTALS:	\$25,000	\$400,000	\$425,000	\$75,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$500,000				
GRANT REQUEST	\$25,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0		\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)		\$90,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	TEATRO AVANTE, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$60,000		14%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances	\$10,000		2%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$53,500	\$75,000	13%
Foundation Support	\$30,000		7%
Private/Individual Support			0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
NEA	\$30,000		7%
			0%
			0%
Government Grants: State (Itemize below)			
Division of Cultural Affairs	\$25,000		6%
			0%
			0%
Government Grants: Local (Itemize below)			
Village of Key Biscayne	\$1,500		0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
Funding Arts Network	\$10,000		2%
Miami-Dade County Auditorium	\$50,000		12%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Cultural Advancement Program	\$125,000		29%
Cultural Advancement Travel	\$5,000		1%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$400,000	\$75,000	6%
GRANT REQUESTED	\$25,000		
CASH REVENUES + GRANT REQUESTED	\$425,000		
TOTAL REVENUES (Cash plus In-Kind)	\$500,000	TOTAL IN-KIND %	18%

Application: University of Wynwood, Inc.

P. Scott Cunningham - scott@universityofwynwood.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000253

Last submitted: Feb 28 2020 05:48 PM (EST)

Labels: Request Approved, Third Quarter, 2019-2020, Corrections Ready, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 15 2020 - Hidden from applicant

TDC Application Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2019-2020 Tourist Development Council - Application Review

AGENDA ITEM:

N/A

Funding Quarter

Third Quarter (events taking place between April 1 - June 30)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 12,000

Organization Name:

University of Wynwood, Inc.

Project Title:

O, Miami Poetry Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization - Not for Profit

Date(s) of Event(s):

April 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 2020

Primary Event Location:

The Betsy Hotel

County Commission District - Primary Event Location:

5

Secondary Event Location:

Pérez Art Museum Miami

County Commission District - Secondary Event Location:

3

Project Synopsis:

Funds are requested to support the O, Miami Poetry Festival's marketing efforts. During the month of April, we will produce around 40 events and 25 projects from April 1-30, 2020, each one designed to change the audience for poetry across all of Miami-Dade. The projects for 2020 include several public poetry/art installations throughout the county, as well as live public performances. Additionally, we will continue to host readings, workshops, and residencies.

Previous TDC Funding:

\$13,500 (18-19); \$15,000 (17-18); {End of cycle - \$9,000 (16-17)};\$10,500 (15-16); \$12,000 (13-14); \$15,000 (12-13); \$15,000 (10-11)

Other Government Funding:

Florida Department of State General Program - \$2,000
Miami Beach CAC - \$17,000
Festivals and Special Events - \$54,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Feb 26 2020

TDC Grant Program

Organization Name:

University of Wynwood, Inc.

1. State the organization's mission

O, Miami builds community through literature. Through collaboration with citizens, artists, communities, and anchor organizations, we create platforms to amplify and connect Miami voices, helping change narratives, foster change, and engendering a fuller picture of the city's present, and a more equitable vision for its future.

2. Provide an organization history

University of Wynwood ("UW") was founded by P. Scott Cunningham in 2008. Originally conceived as a lecture series, the first events were held in the Wynwood Lofts Building and featured local Miamians speaking about passion projects.

In 2009, Knight Foundation awarded University of Wynwood a grant to create a Visiting Poets Series. The series began that fall, bringing 15 different established and emerging poets to Miami during its first two years of operation. For the majority of these events, UW partnered with other cultural organizations such as the Miami-Dade Public Library, Bas Fisher Invitational, Books & Books, Whale & Star Studios, Gallery Diet, The Betsy Hotel, Locust Projects, among others.

In January 2010, Knight Foundation awarded a much larger grant to UW to create Miami-Dade County's first large-scale poetry festival. Called "O, Miami," the festival's goal is for every single person in Miami-Dade County to encounter a poem during the month of April. Later that year, University of Wynwood incorporated, and launched Jai Alai magazine, a literary journal focused on a Miami audience. UW has had 501(c)(3) non-profit status since January 4, 2011.

In 2012, UW was awarded a second grant for its O, Miami activities in April, as well as a Cultural Presenters grant from the City of Miami Beach for O, Miami in 2013. Simultaneously, University of

Wynwood continued to run the Visiting Poets Series and publish Jai-Alai Magazine, a literary journal with a focus on the Miami-Dade writing community.

In summer of 2013, Knight Foundation renewed their support of the O, Miami Poetry Festival, and University of Wynwood began doing-business-as "O, Miami" for all of its activities. This shift in branding coincided with the expansion of the organization into a year-round concept of activities that are designed to democratize the literary arts in Miami.

In January of 2019, O, Miami received a multi-year grant from the Knight Foundation. Along with the award, the Knight Foundation helped secure O, Miami's new residence at The Betsy Hotel. As part of the arrangement, the Betsy Hotel now acts as O, Miami's administrative headquarters, year-round primary venue, marketing partner, and hotel and hospitality sponsor. O, Miami shares two administrative staff members with the Hotel. As of January 2019, O, Miami has four full-time and one part-time staff members, including founding Executive Director P. Scott Cunningham; Managing Director, Melody Santiago Cummings; newly appointed Sustainability Director, Deborah Plutzik-Briggs of the Betsy Hotel; and new Program Coordinator, Melissa G. Gomez, formerly of O Cinema.

O, Miami has produced seven iterations of the festival and has been held annually since 2013. It has been featured in nearly every major news outlet in the country, including The New York Times, Washington Post, The New Yorker, National Public Radio, Associated Press, USA today, among others.

In addition to celebrating internationally renown as well as local poets, O, Miami draws impressions in the millions with its public poetry and arts projects.

2016, 2017, and 2018 saw impressions reach over 4 million viewers, while the 2019 festival saw over 7 million.

In 2014, the organization launched a small publishing imprint, Jai-Alai Books. The purpose of the imprint is to establish and develop a regional literary publishing identity for Miami. For the 2016-2019 festivals, Jai-Alai Books has partnered with Cave Canem Foundation, North America's premier home for Black poetry, to publish the annual Toi Derricotte and Cornelius Eady Chapbook Prize. Developed in collaboration with The Writer's Room at The Betsy-South Beach, the prize seeks to publish one outstanding chapbook manuscript per year by a black poet, regardless of the poet's publication history or career status. The winning poet receives \$500, publication by Jai-Alai Books, 10 copies of the chapbook, a one-week residency at The Writer's Room at the luxury, four-star Betsy-South Beach boutique hotel, and a feature reading at the O, Miami Poetry Festival.

Many of the poems featured in O, Miami's public art come from the public. Since 2014, O, Miami has operated The Sunroom (<http://www.omiami.org/sunroom-poetry/>), teaching poetry to 3rd and 4th graders in schools within Liberty City, Westchester, and Morningside. These student poems are counted among the most valuable literary contributions to the festival and have been featured in the festival's most visible, and largest public arts programs.

O, Miami continues to pursue new opportunities to expand and advance the literary arts in Miami-Dade County.

3. Website:

omiami.org

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	5
b. Part-time employees:	0
c. TOTAL PAID EMPLOYEES:	5
d. Number of volunteers:	20
e. TOTAL STAFF (total paid + number of volunteers):	25

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Continuing

7. Funding Year

3rd

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000

9. Project Title:

O, Miami Poetry Festival

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the O, Miami Poetry Festival's marketing efforts. During the month of April, we will produce around 40 events and 25 projects from April 1-30, 2020, each one designed to change the audience for poetry across all of Miami-Dade. The projects for 2020 include several public poetry/art installations throughout the county, as well as live public performances. Additionally, we will continue to host readings, workshops, and residencies.

10a. Actual Project Start Date:

Apr 1 2020

10b. Actual Project End Date:

Apr 30 2020

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

April 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 2020

10.d. Was this project funded by the TDC in the previous fiscal year?

Yes

11. Total Project Expenses:

\$ 257000

12. Total Project Revenues:

\$ 257000

13. Total Organization Operating Budget:

\$ 760450

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

Yes

a1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

Most festival events are free and open to the public with the exception of five ticketed fundraising events. The ticket prices for these events range from \$5 to \$75. We will list our events for Golden Ticket and Culture Shock Miami calendars as they are scheduled. Some free events may require an RSVP due to space restrictions.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

Yes

b1. Provide details of your institution's participation, including number of tickets donated or discounts granted, event names (if applicable), and history of participation.

Most festival events are free and open to the public with the exception of five ticketed fundraising events. The ticket prices for these events range from \$5 to \$75. We will list our events for Golden Ticket and Culture Shock Miami calendars as they are scheduled. Some free events may require an RSVP due to space restrictions.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	40
# of Children (Ages 6-12):	170
# of Youth (Ages 13-17):	320
# of Young Adults (Ages 18-22):	800
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	1330

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	6300
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	60

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

7690

c. Numbers of Individuals with Disabilities:

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	30
# of Young Adults with Disabilities (Ages 18-22):	20
# of Adults with Disabilities (Ages 23 and above):	40

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Feb 28 2020

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

- 1) WHAT is the proposed project?
 - a. Justify how this program has cultural and/or tourism aspects.
 - b. What changes/additions/improvements have been made to the event/project since it last took place?
- 2) WHEN and WHERE will it take place?
 - a. How many event(s) are planned?
 - b. Is this a ticketed event? If so, what is the range of ticket prices?
- 3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?
 - a. Identify targets and milestones to track progress.
- 4) MARKETING and AUDIENCE DEVELOPMENT?
 - a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
 - b. How will this project generate press coverage?
 - c. What is the likelihood of attracting visitors from outside the community?
- 5) Do you have MEDIA SPONSORS?
- 6) Do you have HOTEL SPONSORS?
 - a. How many hotel rooms do you have booked/blocked for this project?
 - b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.
- 7) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. Include details about the project's implementation strategies and accompanying timeline.

***Note: The questions provided above are to be used as a guide. Do not itemize the answers.**

Provide the information in narrative form.

O, Miami Poetry Festival begins April 1, 2020 and runs until April 30, 2020. The goal is for every person in Miami-Dade County to encounter a poem.

The festival has been recognized internationally as one of the leading poetry festivals in the world. Our programming combines poetry with other art forms such as music, dance, and art to create unique

audience experiences that transcend traditional social, cultural, and demographic divisions. Our events are mostly free to the public and take place all over Miami-Dade County.

As with previous festivals, O, Miami will produce or co-produce around 40 events and 25 projects over the course of 30 days. We anticipate 7,630 participants for the events, while the projects will be visible to millions more. The previous three festivals each surpassed 4 million impressions with increasing focus on large-scale visibility, such as projects like our rooftop poems, circulating poetry-wrapped Metrobus, and planetarium projection poems.

We ask for submissions from local writers and artists for ideas for festival projects. This past year we received over 280 submissions. Each project must do one of two things: (1) bring poetry to a new audience in Miami-Dade County and/or (2) deliver poetry in a novel way. Past proposals have included poems on ice cream wrappers, poems sewn into clothing, poems made into scratch-off lottery tickets, and poems on banners throughout Everglades National Park, in addition to bringing poems to prison populations, poems in Braille, and to other underserved areas. Each project is funded by O, Miami, providing honorariums and project budgets to artists. We also commission projects from visiting artists.

The 2020 festival will see the inauguration of new, public arts installations in Opa-locka and Morningside.

We will again produce a South Florida-wide poetry contest with WLRN that has garnered thousands of submissions from Miamians each year. We will produce multiple readings with both visiting and local poets - and several citizen poets will recite their works on the air.

The festival has been featured twice in the New York Times, in addition to the Washington Post, the New Yorker, the Paris Review, and many others. Our public relations representative will pitch our talent to national and local media while our diverse partnerships will reach literary enthusiasts by the thousands in order to attract audiences and promote O, Miami's unique event structure and cross-genre formula. Our media sponsors are WLRN-Miami Herald News, and through these outlets, we will generate over a million impressions nationally.

Our book-selling partner, Books & Books, will market the festival through email blasts, social media, and at in store events.

Through our partnership with the Betsy - South Beach, O, Miami will continue to expand marketing reach through cross promotion, and accessing new target audiences focused on the destination (Miami and the Beaches), and on travel in general. The Betsy Hotel routinely promotes O, Miami as a tourist draw,

including the organization in its global media messaging, inviting visitors to take part in literary programming, and always letting them know, O, Miami is 'in-house'. O, Miami's programming schedule at the Betsy Hotel is open to the public and free of charge.

We currently have 53 room nights booked at The Betsy hotel for April 2020 and have a courtesy hold on 35 additional rooms; rooms not used during that period, may be used in the weeks immediately before or after the festival to accommodate the preparation and follow up necessary to ensure programmatic excellence. In addition to these rooms, O, Miami programming utilized 92 room nights at the Betsy Hotel in April 2019. We used approximately 250 room nights during all of 2019.

TDC funding is instrumental in helping us reach our marketing goals. We purchase local advertising, and utilize a professional publicist to pitch stories to national outlets to bring attention to Miami's arts and literature scene and showcase the creativity and uniqueness of the South Florida region, and in particular, Miami. In addition to marketing our events, O, Miami's art in public places projects utilize traditional and guerrilla marketing methods to showcase South Florida talent to the world. Our 2016 project, Poems to the Sky painted the words of local 3rd and 4th grade Miami Dade County Public School students on rooftops in the flight paths of planes traversing skies about Miami International Airport. This project was featured in USA Today and seen around the world through a feature in American Airlines' in-flight publication, American Way Magazine.

TDC - Marketing Details

Completed - Feb 28 2020

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

O, Miami's overarching marketing goals are:

- Build overall audience share, increasing event attendance by at least 10% annually,
- Message positively about Miami as a powerful literary hub—for the Americas.

Our overall marketing tactics include:

- Purchase advertising space on radio, social media, and in/on outdoor media;
- Use content gleaned directly from the art itself.

Our plans include:

1) Creating shareable content through innovative events and videos

We work with visionary artists to make professional-quality projects that can, given our connected digital world, reach a global audience. Each time our content is viewed, "Miami" is prominently championed. A recent example is our 2017 project, "View-Through," containing coverage of our Florida Prison Laureateship Project, which was featured in NPR's Here and Now and then generated over 2.5 million impressions across 47 different countries.

2) Employing a publicist to pitch the "stories" behind the content

Since 2011, we have worked with Palley Promotes, the same publicity firm that works with Miami Book Fair. For the 2019 festival, we generated 46 unique stories including many available through Spanish language media. O, Miami has been featured three times in The New York Times, on three different National Public Radio shows (Morning Edition, Here & Now, and The Takeaway), on SiriusXM Radio, and in publications like The Washington Post, The New Yorker, The Paris Review, The Guardian (UK), Huffington Post, TIME magazine's blog, American Way Magazine, the Associated Press, Canadian Broadcasting Corporation, [ESPN.com](https://www.espn.com), Dwell Magazine, Miami Herald, Haute Living, the Sun-Sentinel, Oxford American, the Huffington Post, USA Today, and many others.

3) Partnering with local media companies who have similar missions

We have an on-going partnership with WLRN-Miami Herald News in which we co-produce an annual, South Florida-wide poetry contest. To date, 17,000 poems have been written. In 2015, the contest was picked up nationally by other NPR shows such as The Takeaway. The contest has spread to three other cities via NPR member stations: Toledo, Orlando, Boston. Each of these stations credits zip odes being invented in Miami.

4) Creating a vigorous social media presence to tell stories in real-time

We post content daily via our social media channels. Our followers: 6,353 on Facebook; 8,466 on Instagram; and 6,048 on Twitter.

5) Collaborating widely

Our partnerships now include the nationwide Poetry Coalition, the Academy of American Poets, and the Library of Congress, all which promote and display O, Miami content leading up to the festival. Other strong messaging partners include The Betsy Hotel, Books & Books, edible South Florida, WLRN, and the Knight Foundation, among many others. The Betsy Hotel’s brand recognition in travel media—and with travelers in general—continues to open O, Miami up to new pathways that will allow us to reach our overarching marketing goals.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

Radio: WLRN-Miami Herald News (co-branded content)

Television: WBPT South Florida PBS (co-branded content), WTVJ NBC Miami (coverage)

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media):

4500000

3a. How was the above estimate determined?

The estimated weekly audience for WLRN in Miami-Dade County is 224,500 listeners. Based on feedback we received from the initiative, regular WLRN listeners heard our segments multiple times. Press and Web media, including video streaming, audio playback, and organic and paid advertising will account for viewers/readers into the millions.

TDC - Tourism Impact Projections

Completed - Feb 28 2020

TDC - Tourism Impact Projections

1a. TOTAL Projected Number of Audience Members Attending

(This sum reflects the projected number of all children/youth/young adults PLUS the estimated number of adult audiences [not participating artists] expected to attend the funded activities, as reported in the Participation section):

7630

1b. TOTAL Projected Number of Performing/Instructing (as reported in the Participation section):

60

Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	4900	28
Out of County	1650	7
Out of State	465	18
Foreign	615	7

TOTAL Projected # of Audience Attending:

7630

TOTAL Projected # Performing/Instructing:

60

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to how hotels and room night figures were determined; and**
- **A comparison of these figures against last year's figures for the same event (if applicable)**

Our hospitality sponsor is the Betsy Hotel. In 2019, with support from The Knight Foundation, we entered into a special operating arrangement where O, Miami provides literary programming; the hotel provides administrative space, event venues, and benefits for staff.

In addition, The Betsy and O, Miami collaborate on special initiatives and share staff members to assist with cultural programming for the festival and hotel. For example, within Miami Beach, we co-present arts and culture events that include projections of poetry written by Miami Dade School children on The Betsy Orb, every 3rd Thursday of each month, as part of Miami Beach Culture Crawl.

In 2012, The Betsy Writers Room opened, and since then, the hotel has hosted 1000 visiting artists, including hosting O, Miami's monthly Knight Writer Residency. The Betsy is listed on O, Miami's website, and is featured in OM social media with a 'Festival Rate'. In addition, the Betsy features O, Miami among its many artistic endeavors, through its own website and social media, including periodic mailings to a mailing list of more than 200,000 patrons, worldwide.

There is no question that visitors come to the hotel BECAUSE O, Miami is there. And they come in April, to celebrate National Poetry Month, with one of the leading organizations of its kind in the world.

We have 53 room nights booked at the Betsy Hotel (as of 1/10/2020) with an additional 35 room nights blocked. We utilized 92 room nights in April of 2019.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	53	
# of hotel room nights anticipated to be booked:	88	
Actual number of hotel room nights used last year:	92	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

	Room Nights Contracted
Guaranteed Room Blocks:	53
Courtesy Room Blocks:	35

Past Hotel Room Nights Tracker Chart *(per information reported in previous Final Report submissions)*:

Three-Year Hotel Room Night Tracker

Complete the chart below based upon the following guide:

- YEAR 1 = 2019-2020
- YEAR 2 = 2018-2019
- YEAR 3 = 2017-2018

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	The Betsy Hotel	92
Year 2:	The Betsy Hotel	59
Year 3:	The Betsy Hotel	47

Performance Venue Locations and District Numbers

Completed - Jan 12 2020

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County ONLY.

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	The Betsy Hotel
Address - venue #1	1440 Ocean Dr
City - venue #1	Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	Pérez Art Museum Miami
Address - venue #2	1103 Biscayne Blvd
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	3
MUNICIPALITY CODES - venue #2	01 Miami

Venue #3

Venue Name - #3	The ARC (Arts & Recreation Center)
Address - venue #3	675 Ali Baba Ave
City - venue #3	Opa-locka
State - venue #3	Florida
Zip Code - venue #3	33054
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	1
MUNICIPALITY CODES - venue #3	08 Opa-locka

Venue #4

Venue Name - #4	Miami Beach Botanical Garden
Address - venue #4	2000 Convention Center Dr
City - venue #4	Miami Beach
State - venue #4	Florida
Zip Code - venue #4	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	5
MUNICIPALITY CODES - venue #4	02 Miami Beach

Venue #5

Venue Name - #5	The Wolfsonian-Florida International University
Address - venue #5	1001 Washington Ave
City - venue #5	Miami Beach
State - venue #5	Florida
Zip Code - venue #5	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	5
MUNICIPALITY CODES - venue #5	02 Miami Beach

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	Miami-Dade Public Library System
Address - venue #6	101 W Flagler St
City - venue #6	Miami
State - venue #6	Florida
Zip Code - venue #6	33130
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	5
MUNICIPALITY CODES - venue #6	01 Miami

Venue #7

Venue Name - #7	Little Haiti Cultural Complex
Address - venue #7	212 NE 59th Terrace
City - venue #7	Miami
State - venue #7	Florida
Zip Code - venue #7	33137
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	3
MUNICIPALITY CODES - venue #7	01 Miami

Venue #8

Venue Name - #8	Books & Books
Address - venue #8	265 Aragon Ave
City - venue #8	Coral Gables
State - venue #8	Florida
Zip Code - venue #8	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	6
MUNICIPALITY CODES - venue #8	03 Coral Gables

Venue #9

Venue Name - #9	Robert Is Here Fruit Stand
Address - venue #9	19200 SW 344th St
City - venue #9	Homestead
State - venue #9	Florida
Zip Code - venue #9	33034
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	9
MUNICIPALITY CODES - venue #9	30 Unincorporated

Venue #10

Venue Name - #10	Vizcaya Museum & Gardens
Address - venue #10	3251 S Miami Ave
City - venue #10	Miami
State - venue #10	Florida
Zip Code - venue #10	33129
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	7
MUNICIPALITY CODES - venue #10	01 Miami

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	5
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		University of Wynwood, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$38,000	\$38,000		
In-house/Salaried Personnel: Artistic		\$5,500	\$5,500		
In-house/Salaried Personnel: Technical/Production		\$13,000	\$13,000	\$10,000	
Contracted/Outside Artistic Fees/Services		\$53,000	\$53,000		
Contracted/Outside Other Fees/Services		\$38,000	\$38,000		
Marketing: ADV/PR/Printing/Publications	\$25,000	\$13,000	\$38,000		
Marketing: Postage/Distribution		\$1,000	\$1,000		
Marketing: Web Design/Support/Maintenance		\$1,500	\$1,500		
Travel: In County		\$550	\$550		
Travel: Out of County		\$7,500	\$7,500	\$5,000	
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0	\$5,000	
Space Rental / for Performance, Exhibitions, Events, etc.		\$9,000	\$9,000	\$25,000	
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$900	\$900		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$6,050	\$6,050		
Other Expenses (Itemize Below)					
			\$0		
			\$0		
			\$0		
			\$0		
			\$0		
SUBTOTALS:	\$25,000	\$187,000	\$212,000	\$45,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$257,000				
GRANT REQUEST	\$25,000				
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0				
Total Projected Administrative Expenses (Cash plus In-Kind)	\$43,000				

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	University of Wynwood, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$4,000		2%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support		\$45,000	0%
Foundation Support	\$75,000		35%
Private/Individual Support	\$15,000		7%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
NEA Art Works	\$15,000		7%
			0%
			0%
Government Grants: State (Itemize below)			
Florida Dept. of State - General Program Support	\$4,000		2%
			0%
			0%
Government Grants: Local (Itemize below)			
Miami Beach Cultural Affairs Council - Cultural Presenter	\$15,000		7%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues	\$5,000		2%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

				0%	
				0%	
				0%	
Department of Cultural Affairs Grants (Itemize below)				0%	
Festivals and Special Events	\$54,000			25%	
				0%	
				0%	
				Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$187,000	\$45,000		12%	
GRANT REQUESTED	\$25,000				
CASH REVENUES + GRANT REQUESTED	\$212,000				
TOTAL REVENUES (Cash plus In-Kind)	\$257,000	TOTAL IN-KIND %		21%	
BUDGET SUMMARY					Revenues minus Expenses
					All totals must = \$0
Cash Expenses	\$212,000	Cash Revenues	\$212,000		\$0
+ In-kind Expenses	\$45,000	+ In-kind Revenues	\$45,000		\$0
= TOTAL EXPENSES	\$257,000	= TOTAL REVENUES	\$257,000		\$0