

Application: Arca Images, Inc.

Alexa Kuve - arcaimages@gmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000289

Last submitted: May 13 2020 02:00 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 8,000

Organization Name:

Arca Images, Inc.

Project Title:

La Conducta de la Vida

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 30 & 31, and August 1, 2, 7,8, 9

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:

Funds are requested to support eight performances of “La conducta de la vida (The Conduct of Life)” by María Irene Fornés at Miami-Dade County Auditorium On.Stage Black.Box theater, from July 30-August 9, 2020. This is a play from one of the most important U.S. Latina playwrights, about a military officer, his wife and his mistress held in sexual bondage. Directed by Alberto Sarraín, all performances will be in Spanish and presented with simultaneous English interpretation.

Previous TDC Funding:

\$9,000 (18-19); \$10,000 (16-17)

Other Government Funding:

N/A

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 13 2020

TDC Grant Program

Organization Name:

Arca Images, Inc.

1. State the organization's mission

Arca Images creates, produces, and promotes original contemporary theater and new adaptations of classic plays for Miami's diverse English-Spanish bilingual audiences, as well as related Hispanic performing arts including music. Arca works with local artists and presents complex works that reflect the region's multicultural character, while contributing to the evolution of theater as a contemporary art form through educational programs for local youth and adults.

2. Provide an organization history

Arca Images is one of the premiere producers of theater in Miami, in both Spanish and English, which captures the Hispanic experience and appeals to South Florida Latino and other audiences. Arca produces an unusually large number of productions and events with very lean staffing through judicious use of resources and strong artistic community support.

It was incorporated in 2001 by co-founder Alexa Kuve, who is now Executive Director, Producer, and Resident Actor; and Larry Villanueva, now Resident Director, Education Director, and Actor. Pulitzer Prize-winning playwright Nilo Cruz joined the team in 2013 as the company's Artistic Director and Resident Playwright, developing Spanish translations of his original works, as well as world premieres of his English plays, and presenting them under his own direction to bilingual audiences via the use of projected supertitles and, since 2016, live simultaneous interpretation. Thanks to this, between FY 2012-13 and FY 2013-14, Arca saw a period of intense, rapid growth and increased visibility as the financial support base increased, reflecting the local, national and international interest in Nilo Cruz's work. As a result of this growth, the organizational budget continues to increase yearly and includes generous donations from the Board of Directors and other corporate and private donors. As the organization continues to grow fiscally, Arca is able to provide more offerings to the community each year.

In FY2016-2017 Arca expanded its educational programming. Originally this was part of a long-term partnership with Bridgeprep Academy of Arts & Minds (BAAM), where Larry Villanueva has provided ongoing theater instruction for teens and presented educational plays yearly. The teen program

continues now, along with professional acting workshops for adult artists in the community, at the Miami Hispanic Cultural Arts Center and Morphe Studio in Little Havana. These programs include two or three full productions each year as well, incorporating teen and adult students. In 2020 Arca began a series of presentations for children at the Coral Gables Library and other events with Books & Books, also in the Gables.

Arca has presented several works by Nilo Cruz under his own direction, including “Dos hermanas y un piano/Two Sisters and a Piano,” “Exquisita Agonía/Exquisite Agony,” “Sotto Voce,” “Baño de Luna/Bathing in Moonlight,” and “Hurricane,” among others. All of these productions saw repeated sell-out performances at the MDCA On.Stage Black.Box, requiring the addition of extra performances to satisfy audience demand in some cases. Arca has also presented classics such as “Tío Vania/Uncle Vanya” by Anton Chekhov, directed by Nilo Cruz in Spanish, contemporary works by Latin American playwrights such as Guillermo Calderón’s “Neva,” and “El Cuento de René/René’s Story” based on the writings of René Ariza and directed by Larry Villanueva, and the works by French playwright Jean-Luc Lagarce, such as “Historia de amor/Love Story” directed by Cruz.

Arca also presents dramatic readings, as well as musical programs by invited artists, which may include concerts, all part of its mission to promote Hispanic performing arts to diverse Miami audiences. Musical programming began in 2010, and in 2017, Carlos Silva, a renowned Venezuelan tenor and musical arranger, started collaborating with Arca to start a series of concerts. In April of 2018 this expanded to include Zarzuela, a form of operetta or lyrical theater popularized in Spain and Latin America.

Arca held a bilingual arts-oriented children’s fair for the first time in November and December, 2018. Throughout its history, Arca has partnered with such local organizations as Coconut Grove Playhouse, Miracle Theatre, MDC’s Tower Theater, Miami Dade Public Library System, Miami-Dade School Board, Teatro Avante, Abanico Theater, among others.

Arca Images serves Miami’s large and diverse bilingual and Spanish-speaking population, and fans of international theater from across the community (most of our productions are presented in Spanish with English super-titles). Miami’s Latino population - representing 65% of the city’s inhabitants - appreciates and supports performing arts in Spanish, be it theater, or musical offerings such as those presented by Arca. Audiences reflect Miami’s diverse, majority Latino population, and our educational youth programs serve a large percentage of Latino youth.

As a member and previous grantee of NALAC (National Latino Arts and Culture), a member of TCG (Theater Communications Group), a grantee of the NEA (National Endowment for the Arts), and a new

grantee of the Knight Foundation, Arca Images is also making its mark on the arts scene in the Latino community across the entire U.S. as well as internationally. Arca continues to grow steadily with increased programming as well as increased fiscal support from private individual and corporate donors as well as a steady stream from grant funding.

3. Website:

www.arcaimages.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:	10
e. TOTAL STAFF (total paid + number of volunteers):	13

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:

Arca Images Presents María Irene Fornés' "La conducta de la vida"

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 eight performances of “La conducta de la vida (The Conduct of Life)” by María Irene Fornés at Miami-Dade County Auditorium On.Stage Black.Box theater, from July 30-August 9, 2020. This is a play from one of the most important U.S. Latina playwrights, about a military officer, his wife and his mistress held in sexual bondage. Directed by Alberto Sarraín, all performances will be in Spanish and presented with simultaneous English interpretation.

10a. Actual Project Start Date:

Jul 30 2020

10b. Actual Project End Date:

Aug 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).

July 30 & 31, and August 1, 2, 7, 8, 9

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

No

11. Total Project Expenses:

\$ 61500

12. Total Project Revenues:

\$ 61500

13. Total Organization Operating Budget:

\$ 288636

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.

In partnership with Miami-Dade County Auditorium, Arca Images provides 10 seats at every performance there for Culture Shock participants.

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.

In partnership with Miami-Dade County Auditorium, Arca Images provides 10 seats at every performance there for Golden Ticket participants.

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):	6
# of Youth (Ages 13-17):	45
# of Young Adults (Ages 18-22):	80
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	131

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:	900
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	11

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

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

1042**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):	12
# of Adults with Disabilities (Ages 23 and above):	32

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 - May 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.

Arca Images will present seven performances of the play “La conducta de la vida (The Conduct of Life)” by María Irene Fornés, from July 30-August 9, 2020, at the Miami-Dade County Auditorium On Stage Black Box Theater (MDCA) in Miami’s Little Havana neighborhood, directed by Alberto Sarraín.

This is a play from one of the most important U.S. Latina playwrights (and Arca Artistic Director Nilo Cruz’

mentor), about a military officer, his wife and his mistress held in sexual bondage. It deals with the structures power in a macho society, and the role of women in today's world. This production is part of a national commemoration, "Celebrating Fornés 2019-2020." The play will be performed in Spanish with simultaneous translation in English, to appeal to a range of visitor and local audiences wishing to experience the best of Miami's thriving, multicultural Hispanic theater scene.

"La conducta de la vida" was specifically selected for this summer season because it addressed these issues of power and women with a contemporary voice and a deeply Latina viewpoint. María Irene Fornés was a leading figure in American theater since the 1960s, a nine-time Obie award-winning theatre artist, and a Cuban-American who is well known to Miami theatergoers and visitors from Latin America. Director Alberto Sarraín is also a Cuban-American teacher, playwright and theater director, whose work has garnered him a significant following. The celebration of Fornés' work is led by national groups including the Latinx Theater Commons and the Fornés Institute, which increases the reach of Arca Images and the specific appeal and impact of this production to tourists seeking a unique cultural experience.

Miami's reputation as one of the most respected source of Hispanic/Latino arts and culture in the U.S. draws many cultural tourists to the region yearly. Arca Images has a growing international reputation as a producer of some of the best Hispanic theater in the country, including that of the renowned María Irene Fornés, that have special appeal for regional, national and international visitors, as well as local audiences. Known for its risk taking and handling of incendiary topics, Arca Images productions regularly sell out at the MDCA On.Stage.Black.Box. "La conducta de la vida" should also have this same appeal, particularly addressing women's voices and perspectives.

The work will also allow Arca Images the opportunity to work with Miami's bounty of globally famous Latino performers, many of whom are veterans of international Spanish television programs and the Latin American film industry, both here and abroad. This also appeals to Latin American visitors as well as the broader public.

Ticket prices are a reasonable \$25, with senior and student tickets at \$20. As per Arca's presenting history with similar productions, it is expected that the theater will be filled to at least 85% capacity for a total of about 900 audience members across the eight performances. Arca Images' media sponsors include WLRN, Miami Herald/El Nuevo Herald, Noticiero Telemundo and Palpita! Mexico Radio Show. The hotel sponsor is Wingate by Wyndham in Doral, which will provide discounted room rates, as well as promotional assistance. Twenty rooms are blocked for users of the promotional code.

In addition, Arca Images is working in partnership with MDCA, the Fornés Institute, University of Miami and BU Public Relations, to help promote the performances. Arca will run its always-successful marketing campaign to locals and tourists through email blasts, online publications and social media, as well as more traditional print and broadcast media. Print and radio ads will be placed for the South Florida region. TDC funding will help to increase the number of print ads and online ads for this production, while also covering fees for artists and designers.

TDC - Marketing Details

Completed - May 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).

For “La conducta de la vida” the marketing plan will be similar that of very successful past productions of Arca Images, with the addition of more paid print and media advertising, more Facebook ads, and more engagement with media partners.

Press releases will be sent out to local, national, and international media outlets, including such print partners as the Miami Herald and El Nuevo Herald, Diario las Americas, New Times, and others; broadcast partners WLRN, Amor 107.5, Palpita! Mexico Radio Show and Noticiero Telemundo; and online publications in English and Spanish. Digital marketing such as targeted paid Facebook boosts, email blasts, and other social media posting from by Arca Images own accounts, as well as those of participating artists and community partners. Arca also e-blasts to its mailing list of over 20,000 recipients, along with the Miami-Dade County Auditorium’s own list, reaching a total of about 50,000 recipients.

Participating artists are also available for interviews in radio, TV, digital, and print media. Listings will be obtained in local community calendars, as well as promoted nationally and internationally on the internet. The Arca Board of Directors will also assist in getting the word out among the professional and academic communities, local businesses, restaurants, and fans of art and culture, through their own social media and online platforms.

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.*

Broadcast partners include WLRN-Radio and Noticiero Telemundo-Television, allowing for two-for-one ads, on-air artist interviews, and promotion through partners' community calendars.

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):

200000

3a. How was the above estimate determined?

A combination of broadcast and online numbers.

TDC - Tourism Impact Projections

Completed - May 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):

1031

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

11

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	791	11
Out of County	120	
Out of State	60	
Foreign	60	

TOTAL Projected # of Audience Attending:

1031

TOTAL Projected # Performing/Instructing:

11

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)

A promotional discount code for the Wingate by Wyndham in Doral will be shared through the Arca Images and Miami-Dade County Auditorium e-blasts, multiple times, that reach 50,000 people. In addition, the code and hotel information will be available on the Arca Images website and other promotional materials.

It is anticipated that the hotel will reserve a block of 20 rooms, but more can be reserved with discount code if there is interest from the public, pending availability.

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:	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:	
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:	Wingate by Wyndham	13
Year 2:	0	
Year 3:	0	

Performance Venue Locations and District Numbers

Completed - Mar 27 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 Country Auditorium
Address - venue #1	2901 W. Flagler Street
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:	40
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:	6
MUNICIPALITY CODE:	03 Coral Gables
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

ORGANIZATION NAME:	Arca Images, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In - Kind
In - house/Salaried Personnel: Administration	\$1,750	\$4,250	\$6,000	
In - house/Salaried Personnel: Artistic	\$3,000	\$2,000	\$5,000	
In - house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services	\$5,250	\$13,250	\$18,500	
Contracted/Outside Other Fees/Services	\$0	\$9,000	\$9,000	\$3,000
Marketing: ADV/PR/Printing/Publications	\$3,000	\$2,000	\$5,000	\$3,000
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance	\$0	\$2,000	\$2,000	
Travel: In County		\$500	\$500	
Travel: Out of County		\$1,000	\$1,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$1,000	\$1,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$1,000	\$1,000	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	\$2,000
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	\$2,000	\$1,000	\$3,000	
Other Expenses (Itemize Below)				
Catering			\$0	\$1,000
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$37,500	\$52,500	\$9,000
TOTAL EXPENSES (Cash plus In - Kind)	\$61,500			
GRANT REQUEST	\$15,000			

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In - Kind)	\$6,000	

ORGANIZATION NAME:	Arca Images, Inc.		
REVENUES	CASH	IN - KIND	% OF CASH REVENUES
Admissions	\$11,000		21%
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		\$6,500	0%
Foundation Support			0%
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%
			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%
Co - presenter contribution	\$26,500		50%
			0%
			0%
			0%
			0%

Department of Cultural Affairs Grants (Itemize below)				0%
				0%
				0%
				0%
Grant Amount % of Total Cash Revenues:				
SUBTOTALS	\$37,500	\$9,000		29%
GRANT REQUESTED	\$15,000			
CASH REVENUES + GRANT REQUESTED	\$52,500			
TOTAL REVENUES (Cash plus In - Kind)	\$61,500	TOTAL IN - KIND %		17%

Application: Area Performance Gallery, Inc. d/b/a Area Stage Company

Maria Rodaz - mariarodaz@areastagecompany.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000295

Last submitted: May 15 2020 09:14 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Nikki's List, Technical Review, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000.00

Staff Recommendation:

\$ 12,000

Organization Name:

Area Performance Gallery, Inc. dba Area Stage Company

Project Title:

Be More Chill

Project Type / Category:

Special Events / Promotions

Funding Category:

Ongoing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 31, August 1, 2, 7, 8, 9, 14, 15, 16.

Primary Event Location:

Area Stage Company- Sunset Place

County Commission District - Primary Event Location:

7

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to support the Area Stage Company Mainstage/professional production of the 2019 Broadway musical sensation Be More Chill, a hilarious and electrifying atypical teenage love story. Production begins July 6th, with the show opening July 31st and at Area Stage's brand new space in Sunset Place, and running twelve performances through August 16th.

Previous TDC Funding:

{End of cycle - \$7,200 (18-19)}; \$8,400 (17-18); \$9,600 (16-17); \$10,800 (14-15); \$12,000 (13-14)

Other Government Funding:

State Department of Cultural Affairs - \$1,500

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 16 2020

TDC Grant Program

Organization Name:

Area Performance Gallery, Inc. dba Area Stage Company

1. State the organization's mission

Area Stage Company resolves to serve as an instrument of cultural growth in South Florida, changing lives on and off the stage, by:

-Serving as a regional leader in producing professional, world-class theatre.

-Nurturing and inspiring the next generation of local theatre artists through the Area Stage Theatre Conservatory.

-Uniting communities and individuals of all abilities and walks of life through accessible and inclusive educational and outreach programming.

2. Provide an organization history

Area Stage Company (ASC), established in 1989, is an award-winning professional theatre company that for 30 years has staged provocative, world-class theatre productions. Founded by John and Maria Rodaz, ASC originated in Miami Beach as one of the pioneers of the Miami arts community that surged in the 1980's on Lincoln Road when the once high-end shopping area had become a dilapidated strip of empty storefronts. Since its inception, ASC has presented a mix of contemporary plays and original new works, producing numerous world premieres, quickly "changing the perception and standards of what South Florida's theatres can and should be," according to the Sun-Sentinel, which described the organization as "one of the most influential theatres in the region."

After ten years of distinguished success on Lincoln Road as one of the key players in the resurgence of the area, ASC was forced to give up its home. In 2008, ASC moved into the beautiful Riviera Theatre in Coral Gables, a dream come true and an opportunity for the company to reinvent itself. With a reimagined mission and vision, this innovative company established a professional-level conservatory program in addition to maintaining a full season of professional productions, concerts, and community events.

The Conservatory program offers young actors, singers, and dancers, ages five and up, professional training and prepares them for higher education performing arts programs and a professional career. ASC Conservatory students were invited to perform for the privileged residents of The World, the only private residential community-at-sea where its residents travel the globe without ever leaving home. A collaboration with Miami Music Project resulted in the world premiere of *The Rise of the Titans*, written by Associate Artistic Director Giancarlo Rodaz, which was presented at the Arsht Center free of charge to hundreds of students. ASC students were also invited to perform at the TEDxYouth at the Arsht Center. In 2016, *The Ballad of Janis Mathews* and *the Dodo Scouts*, which world-premiered at the ASC, was nominated by BroadwayWorld.com as The Best New Work in New Jersey for the Hoboken Children's Theatre production. And another group of their students were invited to the Arsht Center by The Children's Trust to perform in a video presentation to honor children victims of violence.

ASC has established exciting strategic partnerships that allow for the continued growth of the organization. ASC developed the Inclusion Theatre Project (ITP) in the South Florida community, sending specialized theatre, voice, and dance coaches to partnering schools throughout the academic year; producing unified stage performances open to the public; and promoting understanding and appreciation of the artistic abilities of individuals with special needs. Classes expand further to include outreach performances and individualized coaching.

ASC productions have earned over thirty-four Carbonell Award nominations, numerous recognitions as Miami New Times' "Best Of," including 2019, for Best Theater Company and national recognition on WLRN, CNN, CNN International, Univision, Telemundo, and, most notably, on ABC's Nightline with Ted Koppel as the only theatre company ever featured on the program. In 2014, the program earned the Remy Award for Outstanding Contributions to Children's Theatre and for The Best Theatre Program for Children. ASC's Mainstage production of *Cabaret* was ranked in the top 10 South Florida musicals of 2018 by Boca magazine. This season ASC has been selected by the Coral Gables Award Program for the 2019 Best of Coral Gables Award in the Performing Arts Theater category.

ASC continues to offer world-class theatre that encompasses the dynamic and diverse South Florida community through professional productions, a vibrant conservatory program, and new outreach and engagement programming, keeping inclusion at the forefront of its mission. With a renewed vision of unceasing growth, ASC hopes to remain a key component of Florida's artistic and cultural growth now and in the future. After 30+ years of service to the community, ASC is moving to a new location at Sunset Place while actively looking for a permanent home.

3. Website:

www.areastagecompany.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:	6
b. Part-time employees:	16
c. TOTAL PAID EMPLOYEES:	22
d. Number of volunteers:	20
e. TOTAL STAFF (total paid + number of volunteers):	42

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

8a. Grant Amount Requested:

\$ 15000.00

9. Project Title:

Be More Chill

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 Area Stage Company Mainstage/professional production of the 2019 Broadway musical sensation Be More Chill, a hilarious and electrifying atypical teenage love story. Production begins July 6th, with the show opening July 31st and at Area Stage's brand new space in Sunset Place, and running twelve performances through August 16th.

10a. Actual Project Start Date:

Jul 31 2020

10b. Actual Project End Date:

Aug 16 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).

July 31, August 1, 2, 7, 8, 9, 14, 15, 16.

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

No

11. Total Project Expenses:

\$ 90,000

12. Total Project Revenues:

\$ 90,000

13. Total Organization Operating Budget:

\$ 1,384,000.00

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.

One of ASC's mission is to make theatre accessible to everyone. For that purpose, the organization has partnered with Cultural Connection, GoldStar, Golden Ticket, Culture Shock, with the purpose of offering free or discounted tickets to the community. On average, about 35% of our audience (236 seats) enjoys free or discounted tickets.

ASC has participated in the Culture Shock program since 2011. Depending on availability, an average of 20 tickets per performance has been made available for productions, concerts, and events since to both, conservatory shows and our professional season.

Nunsense

Avenue Q

The People VS Mona

Annie

Spring Awakening

HAIR

Dear Edwina

James and the Giant Peach

Three Good Men

Disney's Winnie the Pooh

Next to Normal

Seussical: The Musical

Into the Woods

Les Miserables

Disney's AristoCats Kids

Cinderella
El Club de las Divorciadas
Honk! Jr
Edges the Musical
Dreams of Anne Frank
Title of Show
Sweeny Todd
Within Reach
The 25th Annual Putnam County Spelling Bee
Peter Pan Jr.
Little Women
Willy Wonka and the Chocolate Factory
The Rise of the Titans
Thoroughly Modern Millie
Fantastic Mr. Fox
Into the Woods
Cheek to Cheek
The Ballad of Janis Matthews
A Year with Frog and Toad the Musical
The Nether
A Chorus Line
Legally Blonde Jr.
Aladdin Jr.
Ecuador Earthquake Relief Concert
The Jungle Book Kids
Our Town
In the Heights
Circle Mirror Transformation
The Theory of Relativity
Inclusion Festival
Annie Jr.
Disney's My Son Pinocchio Jr.
ITP: Seussical Jr
Wild Party
An Octoroon
Rodger's and Hammerstein's Cinderella

Broadway Choreographer Adam Cates Masterclass
Snow Biz! A Fun-Filled Musical Salute to the Joys of Winter
Ride
Carrie
Alice in Wonderland
American Idiot
The Little Mermaid
The Little Mermaid JR.
The Ballad of Janis Matthews
ITP Little Mermaid
She Kills Monsters
Cabaret
Shrek JR.
Shrek
ITP Shrek
American Idiot
The Wizard of Oz
The Wizard of Oz Young Performers Edition
Frozen JR.
ITP Frozen
Peter Pan JR
Pater and Wendy

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.

ASC began participating in the Golden Ticket program for the 2018-2019 Mainstage/Professional season. We provided with a minimum of 10 tickets per performance to each every performance. Each production runs at least for three weeks.

Shows:

The Ballad of Janis Matthews

The Little Mermaid

American Idiot

The Wizard of Oz

The Wizard of Oz Young Performers Edition

Frozen JR.

ITP Frozen

Peter Pan JR.

Peter and Wendy

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):	100
# of Youth (Ages 13-17):	200
# of Young Adults (Ages 18-22):	350
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	650

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:	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

1775

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):	50
# of Adults with Disabilities (Ages 23 and above):	147

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 - Apr 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.

As a part of Area Stage Company's 31st Season, they will present a Mainstage/Professional production of *Be More Chill*, a hit contemporary Broadway musical by Joe Iconis and Joe Tracz. This production will run for twelve performances, July 31st through August 16th at ASC's brand new space in Sunset Place in South Miami. Based on Ned Vizzini's popular young-adult novel of the same name, *Be More Chill* is an unprecedented international phenomenon that exploded onto the musical theatre scene in 2018, and electrified audiences during its runs off- and on Broadway. ASC is extremely excited to bring this show to South Florida audiences.

ASC hopes to draw a large out of town and international audience to witness this exceptional production, as well as expose local audiences to the brilliant and universally appealing show.

The event will be ticketed with ticket prices ranging from \$15 for students to \$35 for prime, full price seats. ASC anticipates total event attendance of 2,700 patrons over the twelve performances- 75% of the space's maximum capacity. This attendance forecast is based upon ASC Mainstage production attendance throughout the past 10 years.

Area Stage will engage in an aggressive marketing campaign, working with EvClay PR, The Miami Herald, Miami New Times, and ARD Printing Solutions- among others. Marketing efforts will focus on generating community excitement and support through articles, cast and creative team features, and traditional flyer and poster distribution. Additionally, a digital display and retargeting ad campaign will be executed to better reach out of town audiences. Event sponsor EvClay PR will spearhead press coverage generation by assisting with writing and distributing press releases to the ASC media list of over 300 press contacts throughout the state of Florida and securing television and radio interviews of the cast and creative team. Messaging will focus on lauding the accomplishments of the cast and creative team, including Director Giancarlo Rodaz, as well as the celebration of ASC's 31st Season and debut season in their brand new, custom-designed space. ASC forecasts at least 30% out of town attendance due to widespread digital marketing efforts.

ASC's hotel sponsor for this, and other 2020 events is the Hampton Inn Dadeland, who will provide a group block discount to all attendees.

Funding from the TDC grant will enhance the project's tourism attractiveness by allowing for a longer,

wider reaching marketing and PR campaign, as well as by increasing the budget for the production's execution. ASC's typical marketing timeline for its regular season is one month out from opening night.

For TDC funded productions, marketing efforts may begin up to four months out. For Be More Chill, ASC is currently in the marketing planning and design stage, with a planned campaign start date of May 29th, 2020. TDC funding allows ASC to secure prime advertising placements with print media outlets, such as The Miami Herald and The Miami New Times, that would otherwise be outside the project budget. Additionally, the TDC funding allows ASC to increase the number of impressions and geotargeting reach for any digital marketing campaigns, reaching a wider, out of town audience.

TDC - Tourism Impact Projections

Completed - May 15 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):

1750

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	1000	15
Out of County	500	5
Out of State	200	5
Foreign	50	0

TOTAL Projected # of Audience Attending:

1750

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)**

ASC will feature the hotel logo on any and all marketing materials, and will include a section on how to reserve a discounted room in all confirmation emails sent to patrons who have purchased event tickets.

The Hampton Inn Dadeland is the official event hotel. 96 room nights have been agreed to.

Hampton Inn Dadeland was chosen due to its proximity to the events venue- less than three miles. Room nights were determined based upon previous years event attendance and bookings.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	96	
# of hotel room nights anticipated to be booked:	96	
Actual number of hotel room nights used last year:	200	

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:	96

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:	Hampton Inn Dadeland	200
Year 2:	Wynngate by Windham - Doral, Biltmore Hotel - Coral Gables, Hyatt Regency - Coral Gables, Colonnade - Coral Gables, Holiday Inn - Miami Beach, Ocean Front Riviera Hotel South Beach	200
Year 3:	Wynngate by Windham - Doral	100

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	Area Stage Company- Sunset Place
Address - venue #1	5701 Sunset Drive
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33143
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	7
MUNICIPALITY CODE:	09 South Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	114

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:	09 South Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	114

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Area Performance Gallery d/b/a Area Stage Company		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$5,000	\$5,000	
In-house/Salaried Personnel: Artistic		\$16,000	\$16,000	\$2,000
In-house/Salaried Personnel: Technical/Production	\$2,000	\$8,000	\$10,000	
Contracted/Outside Artistic Fees/Services	\$3,000	\$7,000	\$10,000	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/Printing/Publications	\$5,000	\$12,000	\$17,000	\$2,000
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance		\$500	\$500	
Travel: In County			\$0	\$1,000
Travel: Out of County		\$2,500	\$2,500	
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.			\$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		\$500	\$500	
Supplies/Materials	\$5,000	\$13,500	\$18,500	
Other Expenses (Itemize Below)				
Royalties		\$4,500	\$4,500	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$70,000	\$85,000	\$5,000
TOTAL EXPENSES (Cash plus In-Kind)	\$90,000			
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)	\$5,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Area Performance Gallery d/b/a Area Stage Company	
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$36,500		43%
Memberships			0%
Tuitions/Enrollment Fees	\$20,000		24%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$5,000	\$3,000	6%
Foundation Support	\$3,000		4%
Private/Individual Support		\$2,000	0%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
DCA	\$1,500		2%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Revenues	\$4,000		5%
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	\$70,000	\$5,000	18%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$85,000		
TOTAL REVENUES (Cash plus In-Kind)	\$90,000	TOTAL IN-KIND %	6%

Application: Centro Cultural Español de Cooperación Iberoamericana, Inc.

Mayte de la Torre - mdelatorre@ccemiami.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000285

Last submitted: May 11 2020 11:18 AM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

(No response)

Organization Name:

Centro Cultural Español de Cooperación Iberoamericana, Inc.

Project Title:

Climate Change @CCEMiami

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 23-26, 30-31; August 1-2, 6-9, 13-16, 20-23, 27-30; September 3-6, 10-13, 17-20, 24-27

Primary Event Location:

CCEMiami

County Commission District - Primary Event Location:

3

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to support the project Climate Change @CCEMiami, a series of workshops, theater and performances starting July 23rd thru September 27th 2020 aligned to UN Sustainable Goals Agenda 2030. This ongoing project is an unique experience that will take place every week (Thursday thru Sunday) during the specific time frame mentioned above presenting cultural events while educating the community.

Previous TDC Funding:

(No response)

Other Government Funding:

(No response)

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 11 2020

TDC Grant Program

Organization Name:

Centro Cultural Español de Cooperación Iberoamericana, Inc.

1. State the organization's mission

The mission of CCEMiami is to encourage, promote and foster the diversity of cultures in South Florida. Our hope is that all communities can enjoy creators and artists from Spain, Latin America and the United States by means of presenting affordable multidisciplinary and unique annual programs that provide a platform for open dialogue and education.

2. Provide an organization history

Centro Cultural Español de Cooperación Iberoamericana, Inc. (also known as The Center or CCEMiami), is organized for charitable, educational, artistic, and cultural purposes as set forth in Section 501 (c) (3) of the Internal Revenue Code that aims to promote and foster cultural cooperation, local creativity and the creation of a space for dialogue and exchange by means of a culturally relevant and continuous annual program. Miami has a pluralistic population that includes Hispanic cultures from Spain and Latin America. The mission of the CCEMiami is to integrate all such cultures providing a forum where they can be promoted and developed.

Founded in 1996, the Center aims to make tangible the cultural presence of those countries in Florida, to enhance their historical traditions and cultural expressions; to serve as a forum for the meetings and debates of the Hispanic reality in the United States.

The Center is sponsored by the Spanish Ministry of Foreign Affairs and Cooperation, media, local institutions, financial and commercial enterprises and the private sector, who wish to contribute to the development and growth of the activities and programs.

CCEMiami is part of a network of cultural centers belonging to the Spanish Agency for International Cooperation and Development (AECID), consisting of 19 cultural facilities located throughout Latin America, that provide international exposure to our projects. Our Center is the only one of its kind in the U.S. with a continuous annual programming in all cultural disciplines: Visual arts, performing arts, music, literature, philosophy and science besides educational workshops and lectures for general public, seniors as well as for children and youth.

As part of this network, CCEMiami follows the basic action guidelines of the Spanish Government International Development Program, respecting at all times cultural diversity, cooperation between

institutions and individuals, and the integration of every social agent in the cultural life. These guidelines want to spread development, understanding that culture is one more strategy to produce growth. For that purpose, both the network and CCEMiami foster a cooperation scenario developing specific actions, agreements and tools to promote cultural exchange. The final goal is to promote cooperation between cultures and academic and scientific exchange to share knowledge and enhance the living conditions, economic growth and social equity thru the world.

The Center is always increasing its number of visitors through the years. For instance, in the year 2001 the Center received 3,459 visitors compare to our days with almost 80,000 depending on the season. The increasing of visitors is due in part to the considerable increasing of events through the years, to the collaborations with other institutions, to the active participation with important festivals in the community such as the International Hispanic Theater Festival in which Spain always have a representation with at least one play or Miami Recent Cinema from Spain Festival exhibiting the latest movies from Spain, The Miami International Book Fair in which we participate with the program “Conversaciones Transatlánticas” consisting in the presentation of 2 authors, one from Latin America and one from Spain who share their points of view; also our permanent program Microtheater Miami that has been a revolution in the theatrical scene in the City and an inspiration for other institutions without any doubt.

Our programs for seniors are a great success among our members and have become permanent programs. Musicare and Variaciones culturales, held one Saturday a month each and created by a member of our Center.

Musicare is a program that incorporates music and dance to help the elderly excise providing social activity. Variedades Culturales brings together seniors from Adult Daycare Centers from around the county.

Among our permanent events we can also name Música y aparte, giving support since the year 2007 to local musicians in our community, Microtheater, created in the year 2012, FlamenGO, created in 2015 and Play’s Zone.

We are receiving funding from Miami Dade Cultural Affairs since the year 2004 also Florida State, The Knight Foundation, NEA, and the DDA. We work in close collaboration with the Consulate General of Spain, the Office of Education, Tourist Office of Spain and the rest of the official offices from Spain in South Florida and work closely sharing projects around the US with the Embassy of Spain in DC and the Cervantes Institutes.

We have been improving constantly our web site (www.ccemiami.org) to offer a better information service in English and Spanish. CCEMiami is using Social Networking systems such as Twitter (ccemiami), Instagram (ccemiami) Facebook (CCEMiami), flickr (Centro Cultural Español).

3. Website:

www.ccemiami.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:	0
c. TOTAL PAID EMPLOYEES:	3
d. Number of volunteers:	0
e. TOTAL STAFF (total paid + number of volunteers):	3

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:

Climate Change @CCEMiami

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 project Climate Change @CCEMiami, a series of workshops, theater and performances starting July 23rd thru September 27th 2020 aligned to UN Sustainable Goals Agenda 2030. This ongoing project is an unique experience that will take place every week (Thursday thru Sunday) during the specific time frame mentioned above presenting cultural events while educating the community.

10a. Actual Project Start Date:

Jul 23 2020

10b. Actual Project End Date:

Sep 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).

July 23-26, 30-31; August 1-2, 6-9, 13-16, 20-23, 27-30; September 3-6, 10-13, 17-20, 24-27

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

No

11. Total Project Expenses:

\$ 152,300

12. Total Project Revenues:

\$ 152,300

13. Total Organization Operating Budget:

\$ 926,705

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 of our events are free but for the ones that we are programed in the theater we are offering around 10 to 15 tickets per event. For instance, we have offered 15 tickets for the music concert by Spanish artists, Carmen Paris in October 2019, and we will be offering 10 tickets for our upcoming edition of FlamenGO 2020.

We also attend all the meetings propose by Culture Shock and have been sending out the information of our free events in order to promote cultural events free to the community.

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 are subscribed to Golden Tickets from several years now. Most of our events are free but we are increasing participation for the events that we present at the theater and in our venue. In May 2019 we had a lot of success with the Golden Tickets, almost 20 people received benefits for our music program FlamenGO. Also the theater offered several Golden tickets for that event. For Microtheater Miami, Golden Tickets holders have also been able to use it and have been attending our performances.

We are announcing in our web that we are Golden tickets and Culture Shock participants as well as in our newsletters and social media to reach a wider audience.

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):	300
# of Young Adults (Ages 18-22):	700
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	1200

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:	10800
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	150

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

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

12150**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):	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 - May 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.

Centro Cultural Español de Cooperación Iberoamericana, Inc. (CCEMiami) founded in 1996, aims to promote and foster cultural cooperation, local creativity and the creation of a space for dialogue and exchange by means of a culturally relevant and continuous annual program. CCEMiami mission is to promote the social, human and economic development in South Florida through the cultural exchange of institutions and creators from Spain, Latin America and Miami providing a platform for dialogue and

education for the city.

The project Climate Change @CCEMiami presents a series of workshops, theater and performances every Thursday thru Sunday from July 23rd thru September 27th 2020 aligned to UN Sustainable Goals Agenda 2030 at 1444 Biscayne Boulevard, Suite 116 and its patio Microtheater Miami.

Education is an essential element of this project and of the global response to climate change. It helps people understand and address the impact of global warming, increases “climate literacy” among young people, encourages changes in their attitudes and behavior, and helps them adapt to climate change related trends. This is a unique experience that presents culture while educates the community.

Theater:

Season Hurricanes presenting 15-min theater performances in our program Microtheater Miami, taking place from Thursday through Sunday (Jul 23rd - Sept 27th). The season presents 52 nights of theatre performances (English /Spanish) ticketed at \$7 per play. It's an affordable cultural experience presented inside the unique setting of 7 shipping containers and a colorful patio in the heart of downtown Miami, attracting both tourists and locals seeking to engage in an “off the beaten path” cultural experience.

The plan of the Waters by Maricel Mayor Marsán (Cuban-American poet), a theatrical part in one act, raising awareness of the environment (Aug 27th).

Workshops:

Educational workshop (Each Saturday from Aug 29th to Sep 26th) to tackle climate change problems and encouraging partnership in caring for the environment by inspiring, informing and enabling people to improve their quality of life without compromising that of future generations.

Performances:

Live free dance, music and multimedia performances on the patio throughout the duration of the project and a special event music and party tribute to World Tourism Day on Sep 26th.

CCEMiami plans to partner with the National Hurricane Center, the division of the United States' National

Weather Service responsible for tracking and predicting weather system within the tropics.

The free entertainment and food with affordable theatre at a centric location creates a social meet-up place to enjoy culture, attracting tourists and South Floridians because it's a unique, hidden gem and intimate way of experiencing the arts and enjoying free cultural events. Positive reviews on Google, Facebook and Yelp reach internationally. Based on our average ticket sales and forecasting based on added marketing partners, we anticipate more than 12,000 spectators. We track progress by: ticket sales, clicks on Yelp and Google, engagement and shares of our events on Social Media, Eventbrite, subscribers reached via our newsletters and inquiries (phone and email).

Our marketing development strategy includes cross promotion with partners. Promotion includes weekly newsletters and e-blasts to our 50K subscribers and e-blasts from our partners: The Knight Foundation, Fundarte, UM of Miami, F.I.U, Miami International University of Art and Design, Consulate of Spain, Double Tree Grand Biscayne Bay, The Spain Tourist Office, Prism Creative Group, Education Office for Spain, Miami Beach Gay and Lesbian Chamber of Commerce, Miami DDA and Air Europa; among others.

The project appears in the calendar of events for Culture Owl, New Tropic, Spainred.us and others. We will distribute flyers throughout hotels, community facilities, and restaurants in South Florida. Digital Marketing: paid ads on Yelp, Facebook, Instagram, Google and Around Town; daily posts on social media and weekly content for Youtube. The institution generates press coverage (print, radio and television) on a regular basis.

We anticipate 10 television interviews on Telemundo and CNN Espanol, 7 articles on Nuevo Herald, Miami New Times, Diario Las Americas and Spanish Press agency EFE and coverage on WLRN, Radio (107.5), La Poderosa, Go Latinos and other online blogs; among others.

No media sponsors but television coverage and interviews with Telemundo and CNN Espanol.

No hotel sponsors but special rates at The Double Tree Hotel at Biscayne Bay, Me Hotel, Langford Hotel and Four Ambassadors.

The TDC grant will enhance our project's tourism attractiveness by funding: artistic fees for the free patio performances, educational workshops, enhanced productions and marketing (Yelp, proximity marketing, digital marketing and printing/distribution of flyers).

No other organization is producing this project in Miami.

TDC - Marketing Details

Completed - Mar 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).

Our marketing strategy: combination of digital, Media and Print. The Tourist Office of Spain (our brochure displayed in their booths in Spain). Partners (The Knight Foundation, Consulate of Spain, University of Miami, Florida International University, FundArte, Spanish Chamber of Commerce, Miami Marriot Biscayne Bay and others sending E-blasts with our project to their database. Concierge referrals from Eden Rock, Nobu and Double Tree Hotel. Air Europa. Design, print and distribute promotional flyers in hotels, restaurants and stores in the Tri-County area. Targeted zipcode marketing to Tri-County area. Listings of our project with the DDA, The New Tropic and Culture Owl. Specific promotions offering discounts to Tourists who show us their hotel card. Prism Creative Group and Culture Crusaders promoting our project with the campaign "Support Local." Our marketing strategy attracts tourists and develops audiences.

Marketing efforts for this project: Digital marketing (Paid ads in Yelp, Facebook Ads, Instagram Ads, Google AdWords, banner ad in Culture Owl/Around Town. Our social media marketing includes three posts daily on FB, Twitter and Instagram. Digital promotion of project on Eventbrite and Google My Business and all web calendar of events (free). Events created on Yelp. We will also use Proximity Marketing/Foursquare (marketing location user based) as well as SMS and/or MSM for mobile marketing.). We will offer on-line live streaming (Facebook, JustinTV and UStream) and broadcast promotional videos on [Youtube.com](https://www.youtube.com), Facebook and Instagram.

Promotion of project with three ads in the digital Key Biscayne newspaper INYBN. We will send weekly E-mail communications and Newsletters to our 50K email subscribers as well as to City commissioners, board of directors and cultural institutions here and international for cross-promotion. Securing

interviews and coverage with different local television stations, newspapers and radio such as Miami New Times, The Miami Herald, El Nuevo Herald, INYBN, Diario de las Americas, TelemundoAcceso Total, GoLatinos, Univision, Localradar, WLRN, NBC6 and EFE News

All communications have links to our websites: www.ccemiami.org and www.microtheatermiami.com. Another strategy is fostering partnerships with sister cultural institutions, by disseminating information on our respective events, thus creating a broader cultural spectrum. The catalogue, "Spain Arts and Culture", created in 2011 by the Embassy of Spain in Washington lists all the programs and activities being presented all over USA and it attracts 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.*

We do not have any specific radio and/or television stations committed as Media Sponsors; however, we usually get an average of 2 interviews per week on Telemundo 51 (ranked the most-watched station in the market, in any language, during Primetime among all three demographic groups: Adults 18 to 34, Adults 18 to 49 and Adults 25 to 54). Also CNN Espanol is very interested in our programs and provides the opportunity for live interviews at their studios on Brickell Key by Camilo Engaña.

Radio 107.5 is not a committed sponsor but always supports our project by mentioning during their broadcasts and Radio Caracol supports our program with a monthly interview at the program Herencia Hispana.

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):

10000000

3a. How was the above estimate determined?

We will reach millions of viewers through our interviews with Telemundo 51 (ranked the most-watched station in the market, in any language, during Primetime among all three demographic groups: Adults 18 to 34, Adults 18 to 49 and Adults 25 to 54). Our interviews with Telemundo are done live and presented digitally. Beginning of March 2020 Telemundo reached an average audience of 1.1 million.

On digital, Telemundo 51's platforms collected more than 13,000,000 page views and over 950,000 video views monthly. The show Acceso Total also has millions of viewers.

The television estimates were determined by statistics on Telemundo. Other marketing estimates: Our marketing will reach around 50,000 email users from our database and we also count on electronic cross promotions from our collaborations. Our marketing will reach our 30K followers from our Facebook pages (CEMiami and Microtheater), reach our 35K followers from our Instagram accounts, reach our 7k followers from our Twitter account and audience reach from Youtube channels and those who access our websites monthly (13k). This audience reach is determined from Google and native analytics, as well as the statistics provided by Hootsuite. Please note that we did not calculate the reach from e-blasts from all our partners which would significantly increase the estimated reach.

TDC - Tourism Impact Projections

Completed - Mar 23 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):

12000

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

150

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	10000	100
Out of County	1100	45
Out of State	800	3
Foreign	100	2

TOTAL Projected # of Audience Attending:

12000

TOTAL Projected # Performing/Instructing:

150

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)**

At the moment and due to the current pandemic crisis we do not have any hotel booked as a precaution. This number is subjected to changed depending on the outcomes and measures taken.

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:	Doubletree by Hilton Grand Hotel Biscayne Bay	3
Year 2:	Four Ambassadors and Doubletree by Hilton Grand Hotel Biscayne Bay	4
Year 3:	Doubletree by Hilton Grand Hotel Biscayne Bay	10

Performance Venue Locations and District Numbers

Completed - Mar 23 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	CCEMiami
Address - venue #1	1444 Biscayne Boulevard, Suite 116
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:		Centro Cultural Español de Cooperación Iberoamericana, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$16,400	\$16,400		
In-house/Salaried Personnel: Artistic			\$0		
In-house/Salaried Personnel: Technical/Production			\$0		
Contracted/Outside Artistic Fees/Services	\$7,000	\$55,000	\$62,000		
Contracted/Outside Other Fees/Services	\$3,500	\$13,600	\$17,100		
Marketing: ADV/PR/ Printing/Publications	\$2,500	\$4,000	\$6,500		\$500
Marketing: Postage/Distribution			\$0		
Marketing: Web Design/ Support/Maintenance		\$2,500	\$2,500		
Travel: In County			\$0		
Travel: Out of County		\$1,500	\$1,500		
Equipment Rental		\$400	\$400		
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$3,500	\$3,500		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental		\$5,000	\$5,000		
Space Rental / for Performance, Exhibitions, Events, etc.		\$7,800	\$7,800		
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$500	\$500		
Utilities		\$300	\$300		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$200	\$200		
Other Expenses (Itemize Below)					
Production	\$2,000	\$18,900	\$20,900		\$2,500
Accounting fees		\$200	\$200		
Rights		\$4,500	\$4,500		
			\$0		
			\$0		
SUBTOTALS:	\$15,000	\$134,300	\$149,300	\$3,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$152,300				
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)		\$22,100	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Centro Cultural Español de Cooperación Iberoamericana, Inc.	
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$85,000		57%
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		\$2,500	0%
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%
			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%
Spain Gov.	\$49,300		33%
			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	\$134,300	\$3,000	10%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$149,300		
TOTAL REVENUES (Cash plus In-Kind)	\$152,300	TOTAL IN-KIND %	2%

Application: Coral Gables Community Foundation, Inc. as fiscal agent for Illuminate

Mary Snow - mary@gablesfoundation.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000301

Last submitted: May 15 2020 04:29 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Nikki's List, Courtesy Review, First-Time Applicant, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 10,000

Organization Name:

Coral Gables Community Foundation, Inc.

Project Title:

Illuminate Coral Gables

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 01,2020 - September 30, 2020

Primary Event Location:

Coral Gables City Hall

County Commission District - Primary Event Location:

6

Secondary Event Location:

Giralda Plaza

County Commission District - Secondary Event Location:

6

Project Synopsis:

Funds are requested to support development of Illuminate Coral Gables, an internationally focused light-based outdoor art exhibition presented in downtown Coral Gables debuting January 2021 in partnership with the City of Coral Gables, the Coral Gables Chamber of Commerce, Business Improvement District, and Coral Gables Museum. The free event, visible in the day and night, is curated by acclaimed Fung Collaboratives and features artworks by internationally known and established regional artists.

Previous TDC Funding:

N/A

Other Government Funding:

City of Coral Gables - \$18,000

Coral Gables Business improvement District - \$15,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Coral Gables Community Foundation, Inc.

1. State the organization's mission

The mission of Illuminate Coral Gables is to enhance awareness and appreciation of light inspired art installations; bolster the economic climate of downtown Coral Gables; and increase collaboration between the City of Coral Gables, Coral Gables based non-profit community organizations, business owners and residents.

To achieve this, Illuminate Coral Gables envisions an internationally recognized light-based art exhibition presented throughout downtown Coral Gables, debuting in January 2021.

2. Provide an organization history

Founded in 2019 as a collaboration among the City of Coral Gables, the Coral Gables Community Foundation, the Coral Gables Chamber of Commerce, the Business Improvement District of the City of Coral Gables and the Coral Gables Museum, Illuminate Coral Gables (Illuminate) is comprised of representatives from each organization as well as art advisory members from the Coral Gables Community.

Since its founding, Illuminate has developed partnerships with the Miami-Dade County Public School System, Florida International University, and is working closely with the Greater Miami Convention and Visitors Bureau.

3. Website:

illuminatecoralgables.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:	12
e. TOTAL STAFF (total paid + number of volunteers):	12

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:

Illuminate Coral Gables, Project Development

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 development of Illuminate Coral Gables, an internationally focused light-based outdoor art exhibition presented in downtown Coral Gables debuting January 2021 in partnership with the City of Coral Gables, the Coral Gables Chamber of Commerce, Business Improvement District, and Coral Gables Museum. The free event, visible in the day and night, is curated by acclaimed Fung Collaboratives and features artworks by internationally known and established regional artists.

10a. Actual Project Start Date:

Jul 1 2020

10b. Actual Project End Date:

Sep 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).

July 01, 2020 - September 30, 2020

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

No

11. Total Project Expenses:

\$ 53000

12. Total Project Revenues:

\$ 53000

13. Total Organization Operating Budget:

\$ 213000

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.

The application is targeted at development efforts for the event, which will take place at a later date.

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.

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):	0
# of Children (Ages 6-12):	0
# of Youth (Ages 13-17):	0
# of Young Adults (Ages 18-22):	0
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	0

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:	0
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	8

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

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

8

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):	0

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 - May 15 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 for this grant is project development for the inaugural exhibition of Illuminate Coral Gables.

Marrying innovation and art, Illuminate Coral Gables will present a significantly recognized light-based art exhibition. While the exhibition will take place in January and February 2021, funds are being sought at this time to assist with curatorial support, artist project fees, and development of a marketing plan.

Presented for a one-month period, the annual exhibition will be the first of its kind in South Florida bringing together non-profit community organizations, residents, and City government to plan, curate and fund this ambitious destination exhibition. Curated by internationally recognized, Fung Collaboratives, led by Lance Fung, Illuminate Coral Gables will focus on cultural and economic development and consist of a series of large and intimate light installations and video projections by internationally renowned and established regional artists on iconic Coral Gables buildings and landmarks. Dynamic light sculptures and interactive, light-based works of art will reaffirm the City's commitment to engaging the community through public art and technology.

In addition to exhibiting works by two internationally recognized artists, due to COVID-19, Illuminate's first year shifted focus to featuring primarily Miami-based artists, a strong community collaboration with Miami-Dade County Public Schools, and Florida International University. These collaborations provide a density in participation and audience development while encouraging colleagues, friends, and family a reason to visit.

Within July, chief curator Lance Fung will complete final curatorial selection, siting of the artworks, and assist artists with project proposal development and management. Curatorial and project management work will continue with the artists through September and be done remotely with weekly progress meetings to the Illuminate team.

Support for artist project fees are sought at this time to ensure the highest quality concepts are executed in time for a successful launch of Illuminate Coral Gables in January. Artists such as pre-eminent global master Cai Guo-Qiang, internationally heralded Kiki Smith, and regional luminaries Carlos Estevez, David Gumbs, Fereshteh Hamidi Toosi, and others, are committed and ready to present and prepare projects featuring Coral Gables and the region as a stimulating and essential location to visit. Proposal fees will be released in July and project development will begin immediately thereafter.

Illuminate understands the importance of having a solid marketing strategy and is working with television and media executive and producer Matt Hege to develop a marketing plan that incorporates a range of media outlets and is especially aimed at regional and statewide visitors. As the threat of COVID-19 lessens, marketing strategies will focus on reaching national and international visitors. A fully realized marketing plan will be complete by September for launching in the fall.

Overall, visitors, friends, and families will participate and experience a month's worth of stunning displays and discover museum-quality pieces in storefronts along Miracle Mile, under the palms of Giralda Plaza, projections by City Hall and the Coral Gables Museum. All exhibitions will be free and open for all to enjoy either in small gatherings of close family and friends, or at their own leisure, ensured of an experience that is safe and socially distanced if desired.

Illuminate Coral Gables, with its partners at the Chamber of Commerce and Business Improvement District, will spur economic development and intends to draw thousands of visitors to downtown Coral Gables. The event strategically opens Martin Luther King Jr. weekend in January and closes Presidents Day weekend in February. Using the two holiday weekends as bookends further encourages visitors from out of town and those who may already be visiting to take part in other popular daytime events such as Art Deco Weekend, the Beaux Arts Festival of Art, and the Coconut Grove Art Festival. In addition, it

encourages people visiting for the holidays or after Miami Art Week, to stay for more cultural happenings in the warmth and beauty of our area.

The historic Biltmore Hotel has provided in-kind rooms for the curatorial team and expressed interest in hosting VIP events and gatherings. Hotels downtown, such as the Hotel Colonade and Hyatt Regency, are eager to participate and offer their support.

Having the support of TDC funding prior to the January opening will allow for much needed project and marketing development funds to lend support for additional fundraising and ensure visitors throughout Florida and beyond hear about Illuminate, plan to visit, and plan to return in future years.

TDC - Marketing Details

Completed - May 15 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 the purposes of this application, TDC funds are requested for development of a marketing plan and strategy encompassing the details requested here. As a new tourism destination initiative, funding for this key element is essential.

In general, the Illuminate Coral Gables marketing plan will specify major regional and national newspapers, major art publications, and art/community focused radio stations such as WLRN. Emphasis will be placed on publications featuring Miami Art Month in December, announcing the exhibition in January. In addition, a strong social media presence will include Illuminate Coral Gables own social media handles along with partner sites to reach as broad an audience as possible.

Illuminate Coral Gables reached out to the Greater Miami Convention and Visitors Bureau (GMCVB) and is working with their teams directly on strategies to reach a diverse and broad audience. The GMCVB has expressed their commitment to support and assist this initiative in ways such as developing a press team, bringing in key journalists from acclaimed newspaper and art publications, and general promotion. Illuminate considers this partnership vital to securing additional media sponsors, which will be pursued as part of the marketing plan.

Shown in over 9,000 hotel rooms in the Miami and Beaches area, the Welcome Channel Miami, mentioned below, is a partner and will be used extensively to reach audiences considering a return to the Miami area and those already here during the month-long exhibition.

For the event in January and February, the City of Coral Gables is able to partner and support marketing through shared ad space, including use of the City's light posts for banners and announcements placed on newly installed kiosks along Miracle Mile.

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 Welcome Channel Miami is committed to Illuminate Coral Gables and recently produced a promotional piece for the organization that may be viewed here: <https://vimeo.com/374472339>.

Providing generous in-kind resources toward the production, the Welcome Channel has committed to building additional video assets to create a piece specifically for hotels around Miami.

The Welcome Channel is known to highlight the very best of Miami and the Beaches in terms of entertainment, arts, cultural attractions, and more. It is the premiere entertainment visitor programming for the regions' most affluent hotel and resort locations. With spots airing a minimum of twenty (20) times a day, the Welcome Channel's 24 hours a day, 7 days a week programming targets international and domestic travelers who are looking for the very best to do, see, and experience while enjoying their visit to the Miami region.

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?

The City of Coral Gables currently has over 50,000 followers combined from social media accounts. The Business Improvement District has a similar number of followers. Illuminate Coral Gables will use these platforms, in addition to their own, to reach as many people as possible. In addition, the Arts & Business Council is an ardent supporter of Coral Gables arts initiatives and supports the City through its social media campaign #CoralGablesArts, which will be used on all marketing materials and outreach.

TDC - Tourism Impact Projections

Completed - Apr 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):

0

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

8

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		6
Out of County		
Out of State		1
Foreign		1

TOTAL Projected # of Audience Attending:

0

TOTAL Projected # Performing/Instructing:

8

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 the organization's website, provided as a direct link through all social media platforms. To date, the Biltmore Hotel and Aloft hotels have generously partnered with Illuminate and provided over 20 in-kind room accommodations.

Illuminate Coral Gables is waiting until hotels are open once again to resume discussions. As this is the first year of Illuminate Coral Gables, it's difficult to estimate the anticipated number of room nights. However, Illuminate is confident that once travel resumes, people from the tri-county region, and throughout South Florida, will be eager to visit and re-visit destinations closer to home.

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:		
Actual number of hotel room nights used last year:		

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:		
Year 2:		
Year 3:		

Performance Venue Locations and District Numbers

Completed - Apr 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	Coral Gables City Hall
Address - venue #1	405 Biltmore Way
City - venue #1	Coral Gables
State - venue #1	Florida
Zip Code - venue #1	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	6
MUNICIPALITY CODE:	03 Coral Gables
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	114

Secondary Venue #2

Secondary Venue Name - #2	Giralda Plaza
Address - venue #2	100 Giralda Avenue
City - venue #2	Coral Gables
State - venue #2	Florida
Zip Code - venue #2	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	6
MUNICIPALITY CODES - venue #2	03 Coral Gables

Venue #3

Venue Name - #3	Coral Gables Museum
Address - venue #3	285 Aragon Avenue
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:	6
MUNICIPALITY CODE:	03 Coral Gables
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Coral Gables Community Foundation, 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	\$7,500	\$12,500	\$20,000	
Contracted/Outside Other Fees/Services	\$7,500	\$25,500	\$33,000	
Marketing: ADV/PR/Printing/Publications				\$0
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.				\$0
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				\$0
Other Expenses (Itemize Below)				
				\$0
				\$0
				\$0
				\$0
				\$0
SUBTOTALS:	\$15,000	\$38,000	\$53,000	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$53,000			
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:		Coral Gables Community Foundation, 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			0%
Foundation Support			0%
Private/Individual Support	\$5,000		9%
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)			
City of Coral Gables	\$18,000		34%
			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%
District	\$15,000		28%
			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	\$38,000	\$0	28%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$53,000		
TOTAL REVENUES (Cash plus In-Kind)	\$53,000	TOTAL IN-KIND %	0%

Application: Coral Gables Congregational Church (United Church of Christ), Inc.

Mark Hart - MarkH@communityartsprogram.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000283

Last submitted: May 9 2020 07:33 AM (EDT)

Labels: 2019-2020, Courtesy Review, Fourth Quarter, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 13,500

Organization Name:

Coral Gables Congregational Church (United Church of Christ), Inc.

Project Title:

Community Arts Program (CAP) 2020 Summer Concert Series and Summer Master Classes

Project Type / Category:

Special Events / Promotions

Funding Category:

Ongoing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 2, 3, 16, 17, 30, 31 & August 13, 14

Primary Event Location:

Coral Gables Congregational Church

County Commission District - Primary Event Location:

6

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested for marketing of the Community Arts Program (CAP) 2020 Summer Concert Series (35th year) and Summer Master Classes scheduled for July 2, 2020 through August 14, 2020 at the historic Coral Gables Congregational Church. Six exceptional concerts and five master classes, in all, present renowned classical and jazz artists.

Previous TDC Funding:

\$15,000 (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); \$5,000 (10-11); \$5,000 (09-10); \$5,000 (07-08)

Other Government Funding:

State of Florida Division of Cultural Affairs - \$25,000
City of Coral Gables - \$7,100
Cultural Development - \$20,040

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 9 2020

TDC Grant Program

Organization Name:

Coral Gables Congregational Church (United Church of Christ), Inc.

1. State the organization's mission

Community Arts Program (CAP) Mission: To serve a diverse community with educational and culturally-enriching experiences through the transforming power of the arts.

2. Provide an organization history

George Merrick, the architect and developer of Coral Gables, honored his father in 1923 with what became the oldest established building and organization in Coral Gables: Coral Gables Congregational Church. The Church, incorporated in 1924 and located across from the Biltmore Hotel, has grown to become a well-regarded champion of the arts.

In 1985, a Summer Concert Series—initially composed primarily of local artists—was inaugurated at the Church. With its central location in Coral Gables, its Spanish-revival architecture and acoustically pleasing, uniquely intimate environment, an immediate connection between audiences and concert artists was established. Thirty-five years later, the connection continues.

In 2003, Mark Hart became Executive and Artistic Director. He created the Community Arts Program (CAP), comprised of the Summer Concert Series and a new after-school Conservatory for the Arts. CAP's mission was stated: To serve a diverse community with educational and culturally-enriching experiences through the transforming power of the arts.

Today, the Summer Concert Series brings to Miami-Dade County a yearly roster of the most prestigious classical and jazz artists from around the world, and an affordable world-class experience for people from South Florida and beyond. During their CAP Summer Concert Series tenure, artists also teach CAP Summer Master Classes to offer a unique opportunity for children, youth, and adults to engage and learn.

The CAP Conservatory for the Arts offers an affordable music program to all youth—no matter what their circumstance or ability—through needs-based, sliding-scale tuition and curricula. Each week from September-May, enrolled students attend CAP Saturday Music Classes held at the Coral Gables Congregational Church Arts and Education Wing and Early Childhood Center. Students receive one-on-one instruction on their chosen instrument (e.g., strings, piano, woodwind, percussion, brass, guitar, mandolin, voice) and comprehensive classes in music theory. Music theory testing and juried performance evaluations are held throughout the year. On Monday evenings from August-May, students participate in one of five active-learning ensembles. These ensembles include three CAP Creative Strings Ensembles and—as part of the CAP Miami Jazz Institute begun in 2014—the Jazz PREP Band and ALL-STAR Jazz Ensemble. A minimum of five performances throughout Miami-Dade County are offered each year by these ensembles.

In 2011, CAP Records® was established as a grassroots label for unique recordings with adventurous artists of distinction. It also provides after-school CAP Conservatory for the Arts' students with a platform for recording and the valuable growth that comes from listening. The first release—available through Amazon, iTunes, and CD Baby—features the work of the CAP ALL-STAR Jazz Ensemble on the CD "With a Swing!" A June 2018 release—"To Brahms, With Love"—features renowned cellist Amit Peled on the exact cello of legendary Pablo Casals. In August 2018, CAP Records® became a member of the American Recording Academy (producer of the GRAMMY® Awards).

In May 2013, the CAP ALL-STAR Jazz Ensemble was one of 15 youth jazz band finalists from throughout the United States and Canada chosen via audition to perform in Jazz at Lincoln Center's Essentially Ellington Festival.

In December 2013, CAP received a Knight Arts Challenge grant to establish a new initiative, the CAP Miami Jazz Institute, as part of the CAP Conservatory for the Arts. The Institute formalizes a CAP jazz curriculum, makes it possible to introduce more M-D County children to the "Great American Art Form" as well as contemporary music studies, and greater participation in a CAP Jazz PREP Band and CAP ALL-STAR Jazz Ensemble.

In February 2014, the CAP ALL-STAR Jazz Ensemble was again chosen by Jazz at Lincoln Center to perform in JALC's Essentially Ellington Festival. In May 2015, the CAP ALL-STAR Jazz Ensemble returned to Jazz at Lincoln Center for the third consecutive year to perform in Essentially Ellington.

In SUMMARY, CAP continues to build on its following four exceptional and enriching cultural and educational curricula:

Since 1985, a SUMMER CONCERT SERIES that presents world-class artists to South Florida who, in addition to performance, teach master classes as part of CAP Summer Master Classes;

Since 2003, an after-school CONSERVATORY FOR THE ARTS that provides affordable, in-depth instrument, music theory, ensemble and performance curricula for children;

Since 2011, a CAP Records® grassroots label for unique recordings with adventurous artists of distinction. It also provides after-school CAP Conservatory for the Arts' students with a platform for recording and the valuable growth that comes from listening.

Since 2014, a Miami Jazz Institute leg of the Conservatory for the Arts that introduces more M-D County children to the "Great American Art Form," and related, contemporary music styles.

3. Website:

www.CommunityArtsProgram.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:	26
c. TOTAL PAID EMPLOYEES:	27
d. Number of volunteers:	40
e. TOTAL STAFF (total paid + number of volunteers):	67

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Ongoing

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:

Community Arts Program (CAP) 2020 Summer Concert Series and Master Classes

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

Grant funds are requested for marketing of the Community Arts Program (CAP) 2020 Summer Concert Series (35th year) and Summer Master Classes scheduled for July 2, 2020 through August 14, 2020 at the historic Coral Gables Congregational Church. Six exceptional concerts and five master classes, in all, present renowned classical and jazz artists.

10a. Actual Project Start Date:

Jul 2 2020

10b. Actual Project End Date:

Aug 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).

July 2, 3, 16, 17, 30, 31 & August 13, 14

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

Yes

11. Total Project Expenses:

\$ 143,875

12. Total Project Revenues:

\$ 143,875

13. Total Organization Operating Budget:

\$ 396,206

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.

Over the past ten years, the Community Arts Program (CAP) Summer Concert Series has provided Culture Shock Miami with an average of 120 tickets for students who meet the criteria set by Culture Shock Miami. The \$5 per ticket price through Culture Shock Miami gives to students an 80% discount over the existing \$25 Summer Concert Series student ticket price. Additionally the Community Arts Program each season, through its own initiative, offers an average of 150 free Summer Concert Series' tickets to children and families and service organizations, that encompass those who, otherwise, could not attend cultural 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.

Community Arts Program (CAP) participation in the Golden Ticket initiative is limited to advertising CAP's five, on average, free Conservatory for the Arts' student performances. Due to CAP Summer Concert Series tickets kept at a relatively inexpensive (\$35) price point, further discounts infringe upon a ticket revenue stream which is 35-40% dependent upon senior sales.

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):	200
# of Youth (Ages 13-17):	200
# of Young Adults (Ages 18-22):	650
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	1100

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:	3418
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	19

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

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

4537

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):	7
# 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 - Apr 4 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 Community Arts Program (CAP) 2020 Summer Concert Series (35th year) and Summer Master Classes—a continuing activity staged at the historic Coral Gables Congregational Church—provides six summer concerts and five master classes that present the finest classical and jazz artists. The project's six concerts are every other Thurs. evening (8:00 p.m.-10:00 p.m.) throughout the summer: June 4-August 13. Five Friday (10:00 a.m.-12:00 p.m.) master classes are June 19-August 14. The TDC grant time frame covers four concerts and four master classes: July 2-August 14.

The target audience is the diverse spectrum of race and age (including children and youth) within Miami-Dade, Broward, Palm Beach, and Monroe counties, as well as tourists to South Florida - those new, seasoned, and expanding their cultural pallet. Of particular note is the project's tourist pull, given the project's intriguing program with many internationally recognized artists, all at a reasonable \$35 ticket price. The 2020 Series includes jazz clarinetist, Ken Peplowski; jazz pianist, Taylor Eigsti; Brazilian guitarist, Chico Pinheiro; The FredBrass Quintet; Joseph Joachim International Violin Competition first-prize winner, Timothy Chooi; and Sarah Vaughan International Jazz Vocal Competition finalist, Quiana Lynell.

Based on the Series' 35-year history, we anticipate 4,534 total spectators—36% tourists. Fueling this are far-reaching marketing strategies that include a presence in Greater Miami Convention and Visitor's Bureau online platform. PR Newswire secures the project's international print and cyber placements that heavily target tourist destination publications and international press. Social media—Facebook, Twitter, YouTube, and Instagram—presence and ad placements muster additional, global marketing strength. Promoting to tourists is enhanced greatly by the venue's listing in the "National Register of Historic Places," making it a stopping point for up to ten tour buses daily (i.e., 2,500 tourists yearly). The project, touting an intriguing mix of noted artists, is poised to attract healthy and various avenues of press coverage. Most notable is the wider reach to the outside press community, generated through PR Newswire and targeted social media boosts.

Media sponsors include local NPR and Public Radio stations WLRN 91.3 FM and WDNA 88.9 FM. Both also boast a strong worldwide online presence.

The internationally recognized Biltmore Hotel is the project's hotel sponsor. Fifty room nights are blocked currently (twenty-four of those are in-kind for artists). One-hundred forty-eight total room nights are

anticipated. The Biltmore Hotel's location and fine dining—directly across the street from the project's venue—add to the project's appeal of accessibility and convenience.

Area of diversity, tourism, overall ticket sales, and program satisfaction are milestones assessed following each event within the project. Attendance is based on a three-year aggregate average of ticket sales to meet or exceed \$45,000 for the time frame of the entire project (\$32,000 for the July 2-August 14 TDC time frame). The overall milestone metric is a 6% appeal per event of out-of-county visitors (i.e., 257 out-of-county visitors per event). Each of the aforementioned metrics—including variations of marketing reach (age, ethnicity, demographic, out-of-county visitors, hotel stays) and overall reaction to program attractiveness—are gathered through at-event and point-of-sale surveys. (See the support material Evaluation Tool.)

We continue to plan fully for this FY2019-20 project, predicated upon the safe return to travel and tourism. At that, we anticipate extra marketing needed to spark, what may have become, an overall travel/tourism lull and reticence due to COVID-19. Fullest TDC funding—intended for marketing—in this second year of the grantee's funding cycle will help to enhance and maximize cash and in-kind marketing pull within this uncertain time. It will also ensure an effective multi-year strategy for county, national, and international tourism reach and impact in following years.

TDC - Marketing Details

Completed - Mar 30 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).

(1) Cross Promoting with M-D County cultural organizations (e.g., Adrienne Arsht Center, New World Symphony and the numerous multicultural organizations and communities throughout M-D County); the Beacon Council, Greater Miami Convention Center and Visitors Bureau, Business Development District Members, M-D NAACP, Chambers of Commerce, and private individuals & businesses;

(2) Cyber-based listings that include CommunityArtsProgram.org, CoralGables.com (Cultural Calendar of Events), MiamiandBeaches.com, SocialMiami.com, Organiste.net, Jazziste.net, JazzBluesFlorida.com, SouthFloridaClassicalReview.com, and MiamiArtZine.com. Social media cyber marketing includes Facebook (Facebook.com/CommunityArtsProgram), Twitter (Twitter.com/CommArtsProgram), YouTube (YouTube.com/CommunityArtsProgram) and Instagram (Instagram.com/CommunityArtsProgram), The M-D County Department of Cultural Affairs Culture Shock Miami at cultureshockmiami.com;

(3) Direct Electronic Mail announcements through e-mail partnerships (blasts launched from participants' e-databases) with WLRN 91.3 FM, WDNA 88.9 FM, Adrienne Arsht Center for the Performing Arts, New World Symphony, UM Frost School of Music and blasts launched from the CAP MailChimp e-database of 3,500 email address;

(4) Direct Postal Mail brochures addressed to 17,000+ households;

(5) Press Releases through the PR Newswire service;

(6) Print, Online Ads & Feature Stories that appear in Coral Gables Cultural Calendar, In the Gables Magazine, El Nuevo Herald, Diario Las Americas, Miami Herald and Neighbors, El Nuevo Herald, Miami New Times, South Florida Sun-Sentinel, El Sentinel, South Florida Classical Review, What's Happening in Greater Miami and the Beaches Calendar of Events, and the M-D County Department of Cultural Affairs Golden Ticket Arts Guide for seniors;

(7) Radio (i.e., WDNA 88.9 FM and WLRN 91.3 FM) for paid spots + PSAs, on-air interviews, and calendar listings;

(8) Television (i.e., Coral Gables TV and local PBS affiliates WLRN-TV 17 and WPBT 2) PSAs, on-air interviews, and calendar listings;

(9) Flyer placement in partnership with M-D business establishments and M-D Chamber of Commerce, the local NAACP chapter, consulates, the Beacon Council, the Business Development District Members and Greater Miami Convention and Visitors Bureau, music teachers' studios, various summer music programs (e.g., Florida Memorial University, UM, MDC) and, The Southern Florida Concierge Association;

(10) Consultations with M-D County music educators, M-DCPS Office of Academics and Transformation, M-DCPS Florida Home Education Program, and private music teachers.

Of most significance to tourism is #5 above. The PR Newswire service advertises this project on over 5,000 cyber platforms, internationally. This is further spawned through relationships established with M-D County businesses, M-D Chamber of Commerce, Greater Miami Convention and Visitors Bureau, and The Southern Florida Concierge Association.

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 following are the specific radio outlets that have committed to covering the Community Arts Program 2020 Summer Concert Series and Summer Master Classes: WDNA 88.9 FM (Community Public Radio) and WLRN 91.3 FM (South Florida's National Public Radio station).

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):

385000

3a. How was the above estimate determined?

The Community Arts Program radio flights are scheduled primarily during the drive-time hours (7 a.m.-10 a.m. and 3 p.m.-7 p.m. over a thirteen-week period (May 15 through August 13). The weekly number of listeners reached during drive-time flights, by each of the radio media sponsors, follows. Note that these numbers are cumes (i.e., the different or non-duplicated persons or households listening, in this instance, during drive-time hours).

WDNA: 35,000 non-duplicated weekly drive-time listeners

WLRN (NPR): 350,000 non-duplicated weekly drive-time listeners.

TDC - Tourism Impact Projections

Completed - Mar 30 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):

4518

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

19

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	2878	
Out of County	860	
Out of State	655	19
Foreign	125	

TOTAL Projected # of Audience Attending:

4518

TOTAL Projected # Performing/Instructing:

19

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 PROMOTION: Billing the event at an historic venue located directly across from its participating hotel will offer the high attractiveness of convenience - touted primarily through additional marketing dollars to broadcast sponsors streamed worldwide and to 5,000 PR Newswire tourist-targeted websites. The event website (www.CommunityArtsProgram.org) will have a "SavvyStayTourist" link to www.miamiandbeaches.com/hotels, the official Miami Tourism site with over 8.2 million visitors annually where—as the Community Arts Program (CAP) being a Greater Miami Convention & Visitors Bureau (GMCVB) partner—our project dates and descriptions will be listed.

PARTICIPATING HOTEL: The Biltmore Hotel

ANTICIPATED HOTEL NIGHTS/HOW FIGURED: Fifty room nights are blocked currently (twenty-four of those are in-kind for artists). One-hundred forty-eight total room nights are anticipated. Room stays are to be largely captured through on-site and point-of-sale (online and phone) surveys. See the Evaluation Tool within the support materials.

COMPARED TO FY2018-2019: The above, maintains FY2018-2019 actual rooms booked. While we will work for an increase, we think it more realistic to state that we will maintain FY2018-2019 numbers within a post COVID-19 environment. This is based on \$15,000 TDC-funded marketing cash that will also continue the best leveraging of marketing in-kind.

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:	148	
Actual number of hotel room nights used last year:	148	

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:	The Biltmore Hotel	148
Year 2:	The Biltmore Hotel	130
Year 3:	The Biltmore Hotel	64

Performance Venue Locations and District Numbers

Completed - Mar 30 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	Coral Gables Congregational Church
Address - venue #1	3010 De Soto Boulevard
City - venue #1	Coral Gables
State - venue #1	Florida
Zip Code - venue #1	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	6
MUNICIPALITY CODE:	03 Coral Gables
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	114

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:	Coral Gables Congregational Church (United Church of Christ), Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$52,201	\$52,201	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$2,000	\$2,000	
Contracted/Outside Artistic Fees/Services		\$19,000	\$19,000	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/ Printing/Publications	\$15,000	\$16,500	\$31,500	\$16,500
Marketing: Postage/Distribution		\$2,645	\$2,645	
Marketing: Web Design/ Support/Maintenance			\$0	\$1,500
Travel: In County			\$0	
Travel: Out of County			\$0	
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	\$5,275
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$628	\$628	
Supplies/Materials		\$525	\$525	
Other Expenses (Itemize Below)				
Hospitality		\$3,551	\$3,551	\$1,000
ASCAP		\$250	\$250	
Piano Tuning		\$600	\$600	
Piano Moving		\$2,200	\$2,200	
Artists' Accommodations			\$0	\$4,500
SUBTOTALS:	\$15,000	\$100,100	\$115,100	\$28,775
TOTAL EXPENSES (Cash plus In-Kind)	\$143,875			
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)	\$52,201		

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Coral Gables Congregational Church (United Church of Christ), Inc.	
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$32,000		28%
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		\$28,775	0%
Foundation Support	\$1,500		1%
Private/Individual Support	\$12,810		11%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
State of FL Div. of Cult. Affairs	\$25,000		22%
Specific Project Grant			0%
Government Grants: Local (Itemize below)			
City of Coral Gables	\$7,100		6%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues	\$1,650		1%
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%
Cultural Development (CDG) Grant	\$20,040		17%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$100,100	\$28,775	13%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$115,100		
TOTAL REVENUES (Cash plus In-Kind)	\$143,875	TOTAL IN-KIND %	25%

Application: Delou Africa, Inc.

Njeri Plato - delouafrica@yahoo.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000286

Last submitted: May 15 2020 01:14 AM (EDT)

Labels: 2019-2020, Fourth Quarter, Technical Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 5,000

Organization Name:

Delou Africa, Inc.

Project Title:

DanceAfrica Miami Hosted By Delou Africa's 11th Annual African Diaspora Dance & Drum Festival of Florida.

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 31, August 1, 2, 2020

Primary Event Location:

The Little Haiti Cultural Complex

County Commission District - Primary Event Location:

3

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support DanceAfrica Miami, hosted by Delou Africa's 11th Annual African Diaspora Dance & Drum Festival of Florida (A.D.D.D.F.F.). This multi-cultural event will take place at the Little Haiti Cultural Complex in Miami, on Friday, July 31st through Sunday, August 2nd, 2020. Funds will be allocated towards public relations, marketing, and printing.

Previous TDC Funding:

\$5,000 (18-19); \$5,000 (17-18); {End of cycle- \$3,500 (16-17)}; \$6,000 (15-16); \$3,500 (14-15); \$5,000 (13-14); \$3,500 (12-13)

Other Government Funding:

Florida Division of Cultural Affairs - \$25,000
Developing Arts in Neighborhoods - \$10,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Delou Africa, Inc.

1. State the organization's mission

Delou Africa Inc.'s mission is to bridge gaps of our diverse community by facilitating artistic education through cultural interpretation and artistic expression. We provide children, families and adults the opportunity to experience and explore the vibrant traditions of African folklore through dance, drum, music, art and history in a supportive and nurturing environment.

2. Provide an organization history

Delou Africa, Inc. was founded by Delou Africa Dance Ensemble (D.A.D.E.), a traditional West African dance, drum, and music performing arts company that provides a platform to showcase and preserve African heritage in Miami and South Florida since 1987. In 2010 D.A.D.E. established residency at the Little Haiti Cultural Complex, they expanded their brand to include a more in-depth community outreach aimed at providing participants and audiences the opportunity to learn about West African dance, drum, music, and culture. This expansion resulted in the creation of Delou Africa, Inc. (D.A.I.), an educational, cultural arts community based non-profit 501(c)(3) organization that enhances cultural awareness and empowers individuals to embrace diversity through our artistic educational programs and events for children, families, and adults. Delou is a Wolof word spoken in Senegal West Africa that means back or return to. Delou is inspired by this definition and the importance of research and the value of preserving African culture influenced by the presence of the African Diaspora.

Programs and Events:

- Masqueradology: The art and history of authentic mask making. An interactive workshop for children and adults that focuses on masquerade traditions representing the African Diaspora.
- DanceAfrica Miami hosted by Delou Africa's Annual African Diaspora Dance & Drum Festival of Florida: South Florida's # 1 three-day Cultural Arts Festival Destination. One of many cities on the nationwide African festival network.
- Annual Kwanzaa Event: Attitude of Gratitude a year-end celebration of culture, family, and community

that includes a community art showcase featuring our children program and local artist.

-Annual Spring Showcase: features Youth Arts Initiative participants, Delou Africa Dance Ensemble, and local artists.

-Youth Arts Initiative (Y.A. I.) Programming: developed to engage our children in the authentic art form of traditional African dance, drum, music art and history that promotes self and cultural awareness.

-Rhythmic Journeys Through Africa: is a program designed to introduce participants to a variety of traditional African instruments and rhythms that demonstrate how music plays a significant role in education.

-Movements and Rhythms of Africa: A weekly interactive program for children, teenagers, and adults. This program introduces the elements of traditional African dancing, drumming, music, and history to our community. It demonstrates the significant role live drumming and music have in the development and discipline of this very unique art form.

-Drumz Over Gunz: a character development program for young men created to teach African drum, masquerade, and acrobatics as tools to build communication, peace, and collaboration between communities

-Workshops on the Move: is an off-site outreach program conducted at academic, cultural, social and civic facilities where we teach and engage participants in dance, drum, music, and history through the arts.

We facilitate programs at numerous academic, cultural, civic and social venues in Miami, South Florida and abroad.

- Ongoing Community classes for children and adults

-Grace Center Foundation - March 2020

-We Are Foundation - February 2020

-Tumaini Fund USA -February 2020

-Sagamore Hotel Art Walk - December 2019

-Museum of Discovery & Science – July 2019

-St. Thomas Episcopal Parish School – March 2019

-Ankara Miami 2019 – February 2019

- South Florida Center for Percussive Arts/Arts in the Plaza – January 2019

-Winnie Mandela Memorial-Concerned African Women-April 14, 2018

-Florida International University – April 4, 2018

-Grace Center Foundation – March 24, 2018

-Avista Technologies “Water for People” – March 13, 2018

-Palm Beach State College – February 22, 2018

-Antioch Missionary Baptist Church Miami Gardens – February 16 -17, 2018

- Kendall Christian School – February 9, 2018
- City of North Miami - February 7, 2018
- Legal Services of Greater Miami “Heart of Giving”- May 4, 2017
- Florida Memorial University - February 13, 2017
- Urgent Inc.-Spring Showcase and Rites of Passage
- The Little Haiti Cultural Complex-Camp Discovery
- All Access Miami
- Myrtle Grove Presbyterian Church Sumer Residency
- MDC A.I.R Conference Dance Workshop
- African Heritage Cultural Arts Center 40th Sankofa Gala
- James L. Knight Concert Hall/Adrienne Arts Performing Arts Center/Family Fest
- VPK Kid Vision
- Miami Dade Bookfair
- Mandela Memorial Tribute
- Miami Children's Chorus/A voice with a future and Let the children sing
- South Miami Dade Cultural Arts Center/All Kids Included Festival
- Dance Now/Daniel Lewis Miami Dance Sampler
- FAU/Festival of Nations
- Center for the arts of Bonita Springs
- Fushi Diako
- Community Arts and Culture/Afro roots festival
- Ingram African School of Alliance
- Camp Gian Israel-The Shule
- Dade County Public Schools/Cultural Passport
- Broward Center for the Performing Arts/Sundiata
- Jack and Jill of America.
- Rhythm Foundation

3. Website:

www.delouafrica.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:	4
c. TOTAL PAID EMPLOYEES:	4
d. Number of volunteers:	25
e. TOTAL STAFF (total paid + number of volunteers):	29

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:

\$ 5000

9. Project Title:

DanceAfrica Miami Hosted By Delou Africa's 11th Annual African Diaspora Dance & Drum Festival of Florida.

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 DanceAfrica Miami, hosted by Delou Africa's 11th Annual African Diaspora Dance & Drum Festival of Florida (A.D.D.D.F.F.). This multi-cultural event will take place at the Little Haiti Cultural Complex in Miami, on Friday, July 31st through Sunday, August 2nd, 2020. Funds will be allocated towards public relations, marketing, and printing.

10a. Actual Project Start Date:

Jul 31 2020

10b. Actual Project End Date:

Aug 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).

July 31, August 1, 2, 2020

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

Yes

11. Total Project Expenses:

\$ 77600

12. Total Project Revenues:

\$ 77600

13. Total Organization Operating Budget:

\$ 87000

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.

August 2016 was our first year participating in the Culture Shock Miami program. This year we will donate 5 tickets for our DanceAfrica, Miami presented by Delou Africa's 11th Annual African Diaspora Dance & Drum Festival of Florida concert on August 1, 2020.

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.

August 2017 was our first year participating in Golden Tickets for Seniors . We have registered and submitted our offer for when the program opens in May. This year we will donate four (4) tickets for our DanceAfrica,Miami presented by Delou Africa's 11th Annual African Diaspora Dance & Drum Festival of Florida concert on August 1, 2020.

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):	15
# of Children (Ages 6-12):	75
# of Youth (Ages 13-17):	60
# of Young Adults (Ages 18-22):	75
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	225

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:	1277
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	55

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

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

1557**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):	3
# of Adults with Disabilities (Ages 23 and above):	10

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 - Apr 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.

DanceAfrica, Miami hosted by Delou Africa's 11th Annual three-day African Diaspora Dance & Drum Festival of Florida (ADDDFF) continues to enhance its brand, through a partnership with DanceAfrica, the acclaimed national festival network. This event will be held on July 31-August 2, 2020 at the Little Haiti Cultural Complex, the hub of an emerging cultural arts district. A.D.D.D.F.F. expands cultural engagement through a variety of program components for the entire family. Participants enjoy African, contemporary

and Caribbean dance, drum and music workshops, yoga, the Better Living Health Fair and symposium, an artisan marketplace, and a complimentary Children's Village activity zone which includes movements, rhythms, arts & crafts, African folktale, and a back to school bookbag giveaway.

This year our public concert theme is " The Evolution of Movements and Rhythms of Africa". A Journey of Cultural Artistic Expressions through traditional & contemporary folktale. The production is an artistic collective collaboration featuring premier local and national artists, groups, storytellers and educators that represent our diverse community and will perform on DanceAfrica, Miami's main festival concert stage which is historically sold out. Our concert is open to the general public.

We will have 12 workshops that are taught by world-renowned artists like Youssouf Koumbassa/Guinea, Marisol Blanco/Cuba, Marie Basse-Wiles/Senegal, Djian Tie/Ivory Coast, Djeneba Sako/Mali, and Yanui/Haiti. Our festival has a national and global impact because of the artist we hire. Their world-renowned status helps promote national and global outreach. The price range for the workshops and concert are \$5-\$35. Public forums will be free of charge and a variety of discount package options will be available. The marketplace will have multicultural vendors, allowing the community to experience a global shopping experience for themselves and their families.

Our festival is advertised as a cultural arts education and destination event which will have a national and global impact. We have extended invitations to cultural organizations across the United States. This year we are looking forward to over 1500 participants. This event will be advertised in the Greater Miami Convention & Visitors Bureau calendar of events, local hotels, shopping areas, and the Wynwood art district. A.D.D.D.F.F has been featured as a tourist attraction through the Shop, Dine and Explore program implemented by the City of Miami. Our event is listed on History Miami's South Florida Folklife Center online calendar which serves as a resource for the general public and tourists to learn about South Florida events.

We will use marketing materials and strategies to secure media tours through television, radio, magazines such as Hot 105 Rodney Baltimore, Hot Talk Live with Jill Tracey, 103.5 the Beat, WLRN, Channel 10, NBC in the mix, Deco Drive, Noticias 23, SOFLO Dance TV, Collegiate Dance Programs (NWSA, MDC, FIU) – The Business of Dance, a PSA, promotional video, press release, lecture demonstrations and pop-up performances at different establishments, E-blasts, social network media, and live streaming, online pre-registration, mailings, programs, fliers, brochures, cross-promotional partnership campaigns with local and national organizations, vendors and artists. The utilization of electronic marketing and strategies will have a national impact and attract tourists to Miami- Dade to experience our event.

We are working closely with Delou's festival host hotel, Regency Miami to develop media and hotel sponsorship. We will have a contractual agreement with Regency Hotel and confirm 36 room nights for festival artists plus 20 additional room nights for tourists.

A.D.D.D.F.F attracts world music and dance enthusiasts worldwide. We are seeking funding for the

marketing of the festival and its components. Our research indicates the artists that teach and perform at the festival attract their own following to the city who might not otherwise have visited. Previous A.D.D.D.F.F. festivals have drawn attendees from the United States, Europe, the Caribbean, and Africa. E Wells Films, Little Haiti Cultural Complex, The City of Miami Parks & Recreation and Miami Dade Cultural Affairs are some of the organizations involved in the production of this festival to assure it's a success.

TDC - Marketing Details

Completed - Apr 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).

Delou's 11th annual marketing and public relations strategy will be multifaceted with a more integrated approach to community outreach, grassroots marketing, digital engagement, and audience development both locally and nationally. We will facilitate on-going media tours for the duration of the festival. The overarching objective of the marketing strategy will focus on more deeply driven awareness for Delou's festival, grow the fan base by engaging diverse groups within all socio-economic and cultural demographics. More specifically, the following marketing tactics will be executed to directly generate tourism to Miami for the upcoming festival:

- 1) Public Relations. The marketing team pitches creative story angles to secure editorial placements in regional and out-of-market ethnic media outlets to reach an established audience of dance and cultural supporters. For the festival concert this includes influential cultural and dance writers and bloggers in addition to cultural media outlets in New York, Washington DC, Chicago, and Baltimore.
- 2) Incentives. Concert tickets will be donated to Culture Shock Miami and Golden Tickets for Seniors.
- 3) Influencer Marketing. Leverage the influence and network of Delou Africa collaborators including Little Haiti Cultural Complex, Greater Miami Convention and Visitors Bureau, DanceAfrica Network, and the Knights Foundation to target their followers and promote DanceAfrica Miami. This will include geo-targeted Facebook ads targeting fans in key markets among partner supporters, dance, drum and music

groups, and cultural organizations throughout the region and abroad.

4) Media Targets Print, radio, and TV placement including Miami Herald, Sun-Sentinel, Caribbean Today, Caribbean National Weekly, Miami Today, CBS Focus on South Florida, In the Mix (NBC), WPLG-Hot Happenings, WHQT Hot 105, WEDR 99Jamz, WFLC 97.3, WSVN-Deco Drive, Ocean Drive, PR Newswire, Caribbean PR Newswire, South Florida Times, New Times, SocialMiami.com, Comcast CNN Newsmaker, Legacy Magazine, CNN Miami, Huffington Post Miami, Concrete Loop, The Grio.com, Root.com, Miami Living, Miami Today, WPBT, MSNBC, Rebel, WLRN, Miami New Times, BizBash, and South Florida Business Journal.

5) Media Tour includes appearances on the radio and TV. shows Hot 105 Rodney Baltimore, Hot Talk Live with Jill Tracey, Papa Keith, 103.5 the Beat and coverage on Channel 10, SOFLO Dance TV, CBS Focus on South Florida, In the Mix (NBC), WPLG-Hot Happenings, and WLRN. The media tour also will visit New World School of the Arts, Miami Dade College and Florida International University.

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):

75000

3a. How was the above estimate determined?

Our 2019 Media Tour and marketing strategy made an impact. We used participant outcomes from previous festivals and compared media outreach numbers and social media clicks. This data was examined and readjusted to provide projected numbers for the current year based on expanded marketing efforts.

TDC - Tourism Impact Projections

Completed - May 15 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):

1502

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

55

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	800	25
Out of County	600	15
Out of State	100	15
Foreign	2	

TOTAL Projected # of Audience Attending:

1502

TOTAL Projected # Performing/Instructing:

55

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 have a contractual agreement for reduced room rates with Regency Hotel Miami. We will confirm 36 room nights for festival artists at our host hotel. We will secure 20 additional courtesy room nights for tourists by using a designated group code for “Delou Africa’s 11th Annual Festival” to access a discounted group rate. This figure is calculated based on the number of festival artists we will have and an approximated number of tourists who will come to Miami-Dade primarily for the festival that needs lodging. Last year we used 46 room nights, this year we reserved 10 more room nights hoping that we can fulfill tourists yearn to travel after being quarantined for so long.

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:	56	
Actual number of hotel room nights used last year:	46	

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:	36
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:	Regency Hotel	46
Year 2:	Regency Hotel	21
Year 3:	Regency Hotel	30

Performance Venue Locations and District Numbers

Completed - Apr 11 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 Little Haiti Cultural Complex
Address - venue #1	212 NE 59th Terrace
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33025
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	108

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:		Delou Africa, Inc.		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration			\$0	
In-house/Salaried Personnel: Artistic		\$6,000	\$6,000	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$34,000	\$34,000	\$4,000
Contracted/Outside Other Fees/Services		\$1,500	\$1,500	
Marketing: ADV/PR/Printing/Publications	\$5,000	\$1,000	\$6,000	\$2,000
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/Support/Maintenance		\$800	\$800	\$1,000
Travel: In County			\$0	
Travel: Out of County		\$7,000	\$7,000	
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	
Space Rental / for Performance, Exhibitions, Events, etc.		\$5,000	\$5,000	\$1,500
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$500	\$500	
Other Expenses (Itemize Below)				
Hotel		\$4,000	\$4,000	
Food		\$1,500	\$1,500	\$800
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$5,000	\$63,300	\$68,300	\$9,300
TOTAL EXPENSES (Cash plus In-Kind)	\$77,600			
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:	Delou Africa, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$3,000		4%
Memberships			0%
Tuitions/Enrollment Fees	\$3,500		5%
Contracted Services: Outside Programs/Performances	\$12,800		19%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support		\$1,500	0%
Foundation Support	\$4,000		6%
Private/Individual Support	\$5,000	\$4,800	7%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Florida Division of Cultural Affairs	\$25,000		37%
			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%
Marketing		\$3,000	0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Developing Arts in Neighborhoods	\$10,000		15%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$63,300	\$9,300	7%
GRANT REQUESTED	\$5,000		
CASH REVENUES + GRANT REQUESTED	\$68,300		
TOTAL REVENUES (Cash plus In-Kind)	\$77,600	TOTAL IN-KIND %	14%

Application: Friends of the Bass Museum, Inc.

Sara Ryan - sryan@thebass.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000291

Last submitted: May 14 2020 05:31 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 5,000

Organization Name:

Friends of the Bass Museum, Inc.

Project Title:

Mickalene Thomas "Better Nights" Activations during Culture Crawl

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 16, 2020, August 20, 2020, September 17, 2020

Primary Event Location:

The Bass Museum of Art

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

The Bass will present activations of Mickalene Thomas' exhibition, Better Nights during the museum's monthly late-night series. The program will take place on the third Thursday of the month from 6 - 9 PM on July 16th, August 20th and September 17th and will feature specialty cocktails and performances from artists of color, bringing much needed cultural content to Miami Beach residents and tourists during a traditionally quiet time of year. The anticipated number of spectators is 250 people.

Previous TDC Funding:

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

Other Government Funding:

N/A

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Friends of the Bass Museum, Inc.

1. State the organization's mission

The Bass, Miami Beach's contemporary art museum, creates connections between international contemporary art and the museum's diverse audiences. The Bass shares the power of contemporary art through experiences that excite, challenge and educate.

2. Provide an organization history

Past:

The Bass Museum of Art opened in 1964 through the donation of a private collection by John and Johanna Bass to the City of Miami Beach. The museum opened in what was formerly the Miami Beach Public Library and Art Center, a 1930s Art Deco building designed by Russell Pancoast, grandson of Miami Beach pioneer, John Collins. The building itself already had a rich history on Miami Beach as the first public exhibition space for art in South Florida and was placed on the National Register in 1978.

In 1980, Diane Camber was hired as Executive Director of The Bass. For the next 30 years, Mrs. Camber professionalized museum operations, obtaining AAM (American Alliance of Museums) accreditation and producing scholarly exhibitions while developing the museum into a significant cultural institution. In 2001, the original museum building was renovated and a new wing, designed by Pritzker Prize winning architect Arata Isozaki, was added to house galleries, offices and a museum shop. The new galleries gave the museum a total of 16,000 square feet of exhibition space, essential for the presentation of temporary exhibitions and continued growth.

In 2008, Silvia Karman Cubiñá became Executive Director. Under her leadership, The Bass experienced rapid institutional growth and re-focused its mission and programming to reflect the new development of Miami Beach as an international art destination, serving the evolving and diverse population of Miami Beach residents and tourists. Attendance grew exponentially, attracting a record 60,000 visitors during the museum's 50th Anniversary in 2014. In 2015, the Board of Directors began a capital campaign resulting in \$10.5 million, allowing The Bass to begin its long-awaited internal expansion. Without

increasing the museum's footprint, architects, Arata Isozaki and David Gauld, led the renovation and expanded the internal structure to create an almost 50 percent increase in programmable space, including four new galleries, a museum store and café, and a designated education facility to better serve expanded programs and increased attendance. After a two-year renovation with zero building debt the museum reopened to the public on October 29, 2017.

Present/Future:

Starting in 2016, The Bass began to actively collect and commission contemporary art, including Ugo Rondinone's Miami Mountain, which has become a city landmark, and Sylvie Fleury's Eternity Now, which is placed above the museum's façade. This aggressive and exciting art commissioning program will continue to expand thanks to a recent \$1.25 million grant from the John S. and James L. Knight Foundation.

In 2019, The Bass developed a five-year Strategic Plan, setting goals for program excellence, financial sustainability, institutional diversity and audience outreach, in addition to other areas. This plan maps out the direction for institutional development through 2025 so that the museum continues to reflect the growth of the city's cultural landscape and remains a significant center for contemporary art. Within this process, The Bass updated its mission statement to: "The Bass, Miami Beach's contemporary art museum, creates connections between international contemporary art and the museum's diverse audiences. The Bass shares the power of contemporary art through experiences that excite, challenge and educate." As Miami Beach's contemporary art museum, The Bass currently offers a year-round calendar of innovative programming including major exhibitions, a permanent collection and education and public programs sensitive to visitors of all ages and backgrounds.

3. Website:

<https://thebass.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:	21
b. Part-time employees:	20
c. TOTAL PAID EMPLOYEES:	41
d. Number of volunteers:	79
e. TOTAL STAFF (total paid + number of volunteers):	120

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:

Mickalene Thomas: Better Nights' Activations

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

The Bass will present activations of Mickalene Thomas' exhibition, Better Nights during the museum's monthly late-night series. The program will take place on the third Thursday of the month from 6 - 9 PM on July 16th, August 20th and September 17th and will feature specialty cocktails and performances from artists of color, bringing much needed cultural content to Miami Beach residents and tourists during a traditionally quiet time of year. The anticipated number of spectators is 250 people.

10a. Actual Project Start Date:

Jul 16 2020

10b. Actual Project End Date:

Sep 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).

July 16, 2020, August 20, 2020, September 17, 2020

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

Yes

11. Total Project Expenses:

\$ 48288

12. Total Project Revenues:

\$ 48288

13. Total Organization Operating Budget:

\$ 5,012,010

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.

The Bass has actively participated in the Culture Shock Miami Discount Tickets since its inception. Tickets for for all Culture Shock events are available via the Culture Shock website. Students age 13-22 can purchase one ticket for oneself and one for another person of any age.

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.

The Bass actively participates in the Golden Ticket Program. Currently, the museum does not have events listed in the Golden Tickets guide, however Miami-Dade residents over 65 may show their Golden Passports at the museum's front desk for free admission. Additionally, the museum offers discounted tickets for all seniors (\$5).

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):	10
# of Young Adults (Ages 18-22):	0
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	10

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:	4

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

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

254**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):	4

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 - May 16 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 Bass requests support for activations of Mickalene Thomas' exhibition, Better Nights during the museum's monthly late-night series. Last year, this series was called Overtime at The Bass and took place one Friday per month but only during the summer (July 16 - September 17, 2020), for a total of 4 occurrences. Since then, the City of Miami Beach launched Culture Crawl, a branded night when all of the major cultural institutions on the beach offer late-night hours and unique programming to the public,

which is exactly what the museum was already doing through the Overtime program. The city, however provides a free trolley service that stops at the various cultural institutions as well as promotion through its own channels. Wanting to leverage these additional benefits, the museum decided to fold Overtime into Culture Crawl, make it a year-round program and follow the city's preferred timing of the third Thursday of the month.

With Mickalene Thomas' exhibition, Better Nights, the museum has the opportunity to host a truly immersive programming to our third Thursday lineup. The show was conceived as a non-traditional exhibition that would be part art installation, part performance space, part nightclub. The museum's galleries are reminiscent of the artist's mother's home in the early 1980s, including artist-created wallpaper, furniture and bespoke flooring, as well as a fully functioning bar. Thomas curated installations from contemporary artists of color to fill the space, and collaborated with the museum to establish monthly activations of the space to engage the general public.

Better Nights is meant to bring together Miami's community in a joyous setting and for The Bass' diverse audience to see themselves reflected in the exhibition. The museum's monthly activation of Better Nights started in February and will continue through the end of the exhibition in September. The programming will feature a performance by Miami-based DJ Yissel and invited guests when appropriate. To deepen the programmatic offerings during these activations, The Bass established a cultural partnerships with a Miami Cultural Institution, Oolite Arts, whose staff and resident artists are currently developing programming to help activate the space. Oolite Arts will also invite their membership base to the event diversifying the audience.

During the grant period, four performances/activations will take place at The Bass on the third Thursday of the month on July 16th, August 20th and September 17th. As far as implementation and major milestones, the museum is aiming to confirm the programmatic content of these three occurrences by the end of April 2020 and begin a major promotional push in early May 2020. The project's total budget is \$30,289 and the anticipated number of spectators is approximately 250 people, based on February's attendance, plus anticipated growth due to cross promotion with partner organizations. The program will be promoted through digital advertising on Facebook, Instagram, and Google Ad Words, we will be able to measure the success of campaigns and maximize the advertising budget for the program. In addition to digital channels, the museum will leverage partnerships with local publications for in-kind ad placements, and secured reduced rates on paid placements for email marketing and digital ad units among local culture and entertainment publications.

The program does not currently have a media sponsor, but will utilize our vast network of media

relationships. TDC funding will allow the museum to present activations for Mickalene Thomas' Better Nights, which showcase artists of color and draw together Miami's diverse community for a night of cultural programming.

During the summer, when many cultural institutions traditionally limit their programming, The Bass is committed to bringing cultural offerings to the county. Even the City of Miami Beach will be suspending Culture Crawl until October. The Bass, however will give potential visitors more opportunities to explore Miami's creative community and entice potential visitors to book a trip by hosting exciting arts programming.

TDC - Marketing Details

Completed - May 14 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 efforts for Activations for Mickalene Thomas' "Better Nights," will consist of both offline and online media. The target audience for the monthly event is primarily Miami Beach residents and tourists as well as those who live or stay within five miles of Miami Beach. The museums' continued marketing efforts for the new season will take our young adult audience into account and pursue new avenues to attract visitors. The marketing efforts for "Better Nights" will continue our predominant shift in our organization's marketing strategy to prioritize digital advertising channels. Through digital advertising on Facebook, Instagram, and Google Ad Words, we will be able to measure the success of campaigns and maximize the advertising budget for the program. In addition to digital channels, the museum will leverage partnerships with local publications for in-kind ad placements, and secured reduced rates on paid placements for email marketing and digital ad units among local culture and entertainment publications. Complementing paid marketing initiatives, the museum will also maintain a robust public relations program, securing editorial placements in local culture and entertainment publications, including The New Tropic, Miami New Times, PRISM/Culture Crusaders, Miami.com, among

others.

Digital Advertising (directed to the museum's website page for the event, all across five months from May to September)

- i. Facebook event/post boosting
- ii. Facebook/Instagram ads
- iii. Display ads through Google Ad Words
- iv. Email marketing to the museum's list of over 25,000 constituents

Public Relations

- i. Comprehensive press release outlining all four monthly events with programming, partnerships and sponsors included: issued in May to over 250 key culture and entertainment writers and outlets
- ii. Invitations issued to select culture and entertainment reviewers/photographers to attend events and publish reviews/images.

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 television stations are a part of media strategy for this program.

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):

55000

3a. How was the above estimate determined?

- Social media: 30,000 per monthly event
- Email marketing: 25,000

TDC - Tourism Impact Projections

Completed - May 14 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):

250

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

4

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	150	4
Out of County	80	
Out of State	10	
Foreign	10	

TOTAL Projected # of Audience Attending:

250

TOTAL Projected # Performing/Instructing:

4

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)

At this time, The Bass does not have any partnerships with hotels.

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:	4	

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:	The Plymouth, 1 Hotel	4
Year 2:	Vintro	2
Year 3:		

Performance Venue Locations and District Numbers

Completed - Apr 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 Bass Museum of Art
Address - venue #1	2100 Collins Avenue
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:	Friends of the Bass Museum, Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$14,512	\$14,512	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$10,256	\$10,256	
Contracted/Outside Artistic Fees/Services	\$1,000	\$2,000	\$3,000	
Contracted/Outside Other Fees/Services	\$2,000	\$2,000	\$4,000	
Marketing: ADV/PR/ Printing/Publications	\$2,000		\$2,000	
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.			\$0	
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		\$3,000	\$3,000	
Other Expenses (Itemize Below)				
Guards		\$11,520	\$11,520	
			\$0	
			\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

			\$0:
			\$0:
SUBTOTALS:	\$5,000	\$43,288	\$48,288:
TOTAL EXPENSES (Cash plus In-Kind)	\$48,288		
GRANT REQUEST	\$5,000		
Grant Request minus Grant Dollars Allocated: this field must equal \$0	\$0		
Total Projected Administrative Expenses (Cash plus In-Kind)	\$14,512		

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Friends of the Bass Museum, Inc		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$10,088		21%
Memberships	\$10,000		21%
Tuitions/Enrollment Fees			0%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income	\$10,000		21%
Corporate Support	\$10,000		21%
Foundation Support			0%
Private/Individual Support			0%
Other Private Support: Special Event Proceeds	\$3,200		7%
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%

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	\$43,288	\$0	10%
GRANT REQUESTED	\$5,000		
CASH REVENUES + GRANT REQUESTED	\$48,288		
TOTAL REVENUES (Cash plus In-Kind)	\$48,288	TOTAL IN-KIND %	0%

Application: GableStage, Inc.

Isabel Almaraz - isabel@gablestage.org
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000294

Last submitted: Mar 26 2020 02:16 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 15,000

Organization Name:

GableStage, Inc.

Project Title:

FADE by Tanya Saracho

Project Type / Category:

Special Events / Promotions

Funding Category:

Ongoing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 25, 26, 30, 31 & August 1, 2, 6, 7, 8, 9, 13, 14, 15, 16, 20, 21, 22, 23.

Primary Event Location:

GableStage

County Commission District - Primary Event Location:

6

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Grant funds are requested to support GableStage's 5th production for the 2019-2020 season, FADE by Tanya Saracho. In FADE, a Mexican-born novelist gets her first TV writing job on a white male-dominated set and befriends the only other Latino around, a janitor. Soon after, plots similar to his personal stories show up in her scripts. A play about class, culture and identity within immigrant communities. FADE will run at GableStage, inside The Biltmore Hotel, from July 25 - August 23, 2020.

Previous TDC Funding:

{End of cycle - \$9,000}}; \$10,500 (17-18); \$12,000 (16-17); \$13,500 (15-16); \$15,000 (14-15); {End of cycle - \$9,000 (13-14}}; \$10,500 (12-13); \$12,000 (11-12); \$13,500 (10-11); \$15,000 (09-10); (\$9,000 (08-09) End of Cycle); \$10,500 (07-08); \$12,000 (06-07); \$13,500 (05-06); \$15,000 (04-05); {End of Cycle-\$15,000 (03-04}}; \$14,000 (02-03); \$16,000 (01-02); \$20,000 (00-01); \$20,000 (99-00)

Other Government Funding:

State Division of Cultural Affairs - \$7,381

City of Coral Gables - \$1,817

Cultural Advancement - \$20,833

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

In Progress - Last edited: May 22 2020

TDC Grant Program

Organization Name:

GableStage, Inc.

1. State the organization's mission

The mission of GableStage is to provide the South Florida community with classical, contemporary and new theatrical productions of artistic excellence. We challenge our multicultural audience with innovative productions that entertain as well as confront today's issues and ideas.

2. Provide an organization history

Founded in 1979 as Florida Shakespeare Theatre, GableStage originally performed the plays of Shakespeare in repertory, using the outdoor Casino Gardens at Vizcaya. From 1987-1992, Florida Shakespeare Theatre was housed in the Minorca Playhouse in Coral Gables, until it was destroyed by Hurricane Andrew. Nonetheless, the organizations' mission could not be destroyed, and it continued to produce at the Carousel Theatre in Coral Gables in 1993 and 1994. In 1999, the company moved to its current home, the historic Biltmore Hotel, and became GableStage.

Since 1999, GableStage has been at the cutting edge of theatre in South Florida, striving to present the most vital works of contemporary playwrights worldwide and producing quality theatrical productions that encompass themes and ideas relevant to the multicultural South Florida community. The company has maintained a tradition of producing plays directly from successful Broadway and off-Broadway runs.

In addition to a robust MainStage season of six productions, GableStage presents a variety of Education and Community Outreach programs throughout the community, including an in-school touring production, free community performances in venues throughout Miami-Dade County, in-house field-trip opportunities, post-performance talkbacks, and a Distinguished Speaker Series.

GableStage is the recipient of over 200 Carbonell Award nominations and 64 Carbonell Awards, a prestigious South Florida theatre award. In 2013, the Carbonell Awards honored GableStage with the Ruth Forman Award for major advancements in the South Florida theatre scene and in January 2016, Producing Artistic Director Joseph Adler, was deemed Champion of the Arts by the local arts funding group, Citizens Interested in Arts.

GableStage is proud to be a member of the thriving South Florida theatre community and stays true to its mission of encouraging new theatre companies, playwrights, artists, arts administrators, and local talent, therefore contributing to the growth and longevity of the South Florida cultural landscape.

3. Website:

www.gablestage.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:	6
b. Part-time employees:	4
c. TOTAL PAID EMPLOYEES:	10
d. Number of volunteers:	0
e. TOTAL STAFF (total paid + number of volunteers):	10

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

Ongoing

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:

FADE by Tanya Saracho

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 GableStage's 5th production for the 2019-2020 season, **FADE** by Tanya Saracho. In **FADE**, a Mexican-born novelist gets her first TV writing job on a white male-dominated set and befriends the only other Latino around, a janitor. Soon after, plots similar to his personal stories show up in her scripts. A play about class, culture and identity within immigrant communities. **FADE** will run at GableStage, inside The Biltmore Hotel, from July 25 - August 23, 2020.

10a. Actual Project Start Date:

Oct 1 2020

10b. Actual Project End Date:

Aug 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).

July 25, 26, 30, 31 & August 1, 2, 6, 7, 8, 9, 13, 14, 15, 16, 20, 21, 22, 23.

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

No

11. Total Project Expenses:

\$ 233069

12. Total Project Revenues:

\$ 233069

13. Total Organization Operating Budget:

\$ 1498998

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.

GableStage strives to post a minimum of 40 tickets for every production to Culture Shock Miami and has been participating for many years. Ticket blocks are posted for Thursday, Friday, and Sunday evening performances based on availability.

GableStage also offers:

- \$15 student tickets on Thurs and Sun evenings**
- Blue Star Theatre, offering 10% off to Military personnel and their families**
- Discounts and occasional comp tickets to members of South Florida Theatre League and Actors Equity Association**

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.

GableStage began participating in the Golden Ticket program for the last two seasons. Due to the limited seating in our theatre, only two productions are offered to Golden Ticket members and the response has been wonderful so far. We hope to continue offering this program to patrons for future 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):	0
# of Youth (Ages 13-17):	10
# of Young Adults (Ages 18-22):	150
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	160

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:	2390
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

2560**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):	25
# 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 - Mar 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.

GableStage seeks funds to support the 5th production of its 2019-2020 Season at the theatre's host and hotel sponsor, the Biltmore Hotel - which represents the very best of Coral Gables and what South Florida has to offer to residents, tourists and business travelers alike.

GableStage produces six plays per season and is now in its 22nd successful season of presenting high-

quality, entertaining, and thought-provoking theatre for the South Florida community and tourists. The 5th production in the 2019-2020 season is FADE by Tanya Saracho, running from July 25 - August 23, 2020. Performances take place Thurs, Fri, Sat at 8 pm and Sun at 2 pm and 7 pm. The production begins rehearsals on June 23, 2020. Ticket prices are \$15 for students (Thurs. and Sun. night only), \$50 on Thurs./Fri./Sun. nights, \$65 on Sat. and \$60 for Sun. matinee. FADE will play a total of 22 performances and 1 preview to an estimated 2600 patrons.

Presenting FADE this season aligns with GableStage's longstanding reputation of offering culturally relevant productions and award-winning regional theatre, and offers a different entertainment element for tourists looking for cultural attractions - or entertainment beyond the stereotypical entertainment outlets of the beaches and the party scene in Miami-Dade County. Many of the plays chosen for a GableStage season are coming directly from their Broadway or Off-Broadway run, as we frequently present Regional Premieres of these plays, thus affording audience members who may have heard of these plays an opportunity to watch great theatre. GableStage allows for a more intimate setting, at an affordable price.

GableStage follows a multilevel advertising and marketing plan. Every production in the Mainstage Season uses direct mail postcards that are sent to an extensive mailing list, as well as periodical e-blasts and dedicated Social Media mini-campaigns. Additionally, GableStage advertises widely in print and online in major South Florida newspapers such as THE MIAMI HERALD (media sponsor), MIAMI NEW TIMES, GOOGLE, and local magazines and publications in niche markets. GableStage also maintains a season-long relationship with WLRN and buys air time for each production.

Recently, GableStage has begun to reinvest marketing dollars into digital marketing and using Facebook's targeted advertising has proven effective in marketing to new audiences and having a positive return on investment. GableStage continues to increase its digital presence with Google AdWords, and digital advertising on a variety of digital sources, such as Miami New Times, South Florida Theatre On Stage, Miami Today, Facebook, and Instagram. These changes have helped to increased the organizations' regional and national reach.

Funding support from the Tourist Development Council will allow GableStage to continue to produce high-quality programming and continue to increase marketing outreach efforts that align with the way target markets and general consumers are choosing entertainment options.

TDC - Marketing Details

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).

GableStage's Marketing Plan employs an integrated marketing approach segmented into various categories in order to garner the best results. The plan is ongoing with a goal to support each production, build brand awareness, enhance audience engagement, and consequently increase the number of ticket sales.

ADVERTISING, MASS MEDIA

- GableStage places ongoing ads in publications for individual productions. Publications include THE MIAMI HERALD, MIAMI NEW TIMES, TIME OUT MIAMI, and CULTURE OWL MAGAZINE.
- GableStage has a longstanding partnership with WLRN and leverages in-kind air time with ongoing radio spots throughout each season - reaching a 30+ demographic.

PUBLIC RELATIONS

- GableStage sends out Press Releases announcing upcoming productions to a list of over 120 media contacts. Contacts include local, regional, and national press and publications.
- Reviews are printed and posted in all major newspaper outlets such as THE MIAMI HERALD and THE MIAMI NEW TIMES, as well as many online outlets like Florida Theater Onstage and Broadway World.
- Previews and reviews garner word-of-mouth interest and an influx of ticket sales.

DIGITAL/SOCIAL MEDIA

GableStage has begun focusing on reinvesting some marketing dollars into digital and social media. This is an ongoing process, geared toward audience development and brand awareness.

Online advertising methods include:

- Paid advertising on Facebook platforms has steadily increased in generating individual ticket sales.
- Digital advertisements are placed with THE MIAMI HERALD, MIAMI NEW TIMES, FLORIDA THEATRE ON STAGE, CULTURE OWL MAGAZINE, GREAT GABLES, THEATERMANIA, and EL NUEVO HERALD.

- Online calendars from THE MIAMI HERALD, MIAMI NEW TIMES, GMCVB, CULTURE OWL, CBS4, MIAMI ARTZINE, and THE BILTMORE are updated regularly.

DIRECT MAIL

Direct mail and email, is used to target GableStage's core audience of subscribers and single ticket buyers.

- Email blasts are sent out regularly using GableStage's database of almost 15,000 contacts.
- For individual productions, 12,000 Postcards are direct mailed via THE MIAMI HERALD reaching a 30+ demographic that includes Gablestage subscribers and past attendees, as well as purchased zip code lists.

COMMUNITY/PARTNERSHIPS

- GableStage maintains various ongoing cross-promotional partnerships and leverages these relationships to keep all corners of Miami-Dade County informed about upcoming productions through e-blast and marketing materials exchanges. Partners include South Florida Theatre League, Coral Gables Chamber of Commerce, Coral Gables Art Cinema, Palm Beach DramaWorks, Miami-Dade County Auditorium, Actors Playhouse, South Miami-Dade Cultural Arts Center, and Juggerknot Theatre Company.
- Limited day-of, half-price tickets are offered through WLRN's Cultural Connection program.
- CultureShock Miami is utilized to reach out to the 13-22 population to offer affordable access to productions.

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 Television or Radio sponsors are attached to the project 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):

500000

3a. How was the above estimate determined?

Targeted Facebook ad analytics report over 100,000 unique views per ad group plus WLRN advertising statistics give us the ability to predict this number

TDC - Tourism Impact Projections

Completed - May 22 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):

2550

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	1800	6
Out of County	500	4
Out of State	250	0
Foreign	50	0

TOTAL Projected # of Audience Attending:

2600

TOTAL Projected # Performing/Instructing:

10

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)**

GableStage is located at the Biltmore Hotel in Coral Gables, FL 33134. As such, The Biltmore is the participating hotel and GabeStages partner in accommodations as needed.

We anticipate 10 room nights to be booked in conjunction with the production of FADE. This figure is achieved by looking at past productions and looking at any potential guests that may be attending the production. This figure is slightly lower than in previous seasons and will vary depending on the production.

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:	10	
Actual number of hotel room nights used last year:	10	

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:	The Biltmore Hotel	10
Year 2:	The Biltmore Hotel; Airbnb	26
Year 3:	The Biltmore Hotel	50

Performance Venue Locations and District Numbers

Completed - Mar 27 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	GableStage
Address - venue #1	1200 Anastasia Avenue, Suite 230
City - venue #1	Coral Gables
State - venue #1	Florida
Zip Code - venue #1	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	6
MUNICIPALITY CODE:	03 Coral Gables
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	114

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:	GableStage, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$39,222	\$39,222	
In-house/Salaried Personnel: Artistic		\$27,850	\$27,850	
In-house/Salaried Personnel: Technical/Production		\$39,300	\$39,300	
Contracted/Outside Artistic Fees/Services		\$7,300	\$7,300	
Contracted/Outside Other Fees/Services		\$3,500	\$3,500	
Marketing: ADV/PR/Printing/Publications	\$15,000	\$10,485	\$25,485	\$10,000
Marketing: Postage/Distribution		\$2,800	\$2,800	
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.			\$0	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	\$10,000
Space Rental / for Performance, Exhibitions, Events, etc.		\$5,792	\$5,792	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$2,000	\$2,000	
Merchandise/Concessions/Gift Shops		\$1,000	\$1,000	
Supplies/Materials		\$25,300	\$25,300	
Other Expenses (Itemize Below)				
Royalties		\$10,000	\$10,000	
CC fees		\$5,000	\$5,000	
Administrative/Office Expenses		\$17,520	\$17,520	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$198,069	\$213,069	\$20,000
TOTAL EXPENSES (Cash plus In-Kind)	\$233,069			
GRANT REQUEST	\$15,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$49,222			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	GableStage, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$60,000		28%
Memberships	\$43,500		20%
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	\$20,000	7%
Foundation Support	\$21,500		10%
Private/Individual Support	\$27,038		13%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
State Division of Cultural Affairs	\$7,381		3%
			0%
			0%
Government Grants: Local (Itemize below)			
City of Coral Gables	\$1,817		1%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues	\$1,000		0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Cultural Advancement	\$20,833		10%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$198,069	\$20,000	7%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$213,069		
TOTAL REVENUES (Cash plus In-Kind)	\$233,069	TOTAL IN-KIND %	9%

Application: IFE-ILE, Inc.

Neri Torres - ifeiledancecompany@yahoo.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000300

Last submitted: May 15 2020 01:46 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Nikki's List, Technical Review, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 3,500

Organization Name:

IFE-ILE,Inc.

Project Title:

22nd Annual IFE-ILE Afro-Cuban Dance Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 20, 2020/August 15, 2020.

Primary Event Location:

Broad Auditorium

County Commission District - Primary Event Location:

3

Secondary Event Location:

Miami Dade County Main Library

County Commission District - Secondary Event Location:

5

Project Synopsis:

Funds are requested to support a long-running Afro-Cuban Dance festival that draws dancers and fans from around the world for workshops by renowned dance teachers, public lectures by prestigious dance scholars, and performances by Caribbean dance companies at Barry University campus; a summer camp for children and youth at Miami-Dade County Main Library; dance parties at Ball & Chain; and a traditional Cuban conga line originating at Domino Park through Little Havana.

Previous TDC Funding:

\$3,500 (17-18)

Other Government Funding:

State Division of Cultural Affairs, Special Cultural Projects - \$6,000

Community Grants - \$7,500

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

IFE-ILE, Inc.

1. State the organization's mission

IFÉ-ILÉ is a non-profit organization dedicated to the preservation, promotion and cultivation of Afro-Cuban culture and folklore through the arts. We seek to develop cross-cultural understanding and to educate community members and visitors through traditional and contemporary dance, music performances, festivals, lectures, and workshops.

2. Provide an organization history

Since its creation in 1996, IFE-ILE has been a forerunner promoting Afro-Cuban culture in the US. Our organization continues to be a source of inspiration and a model for many locally and abroad. (See our Vision)

IFE-ILE Dance Company is the most renowned Afro-Cuban dance troupe in Miami. Famous for our traditional Afro-Cuban dances, Mambo, Rumba, Conga, Chancleta, Son, Salsa, and the ritual dances of the Orishas, our company also boasts a repertoire featuring contemporary resulting from the fusion of Modern dance and Afro-Cuban forms.

Our programs help strengthen the reputation of Miami-Dade County as a destination for cultural heritage tourism and the arts. We're a draw for the growing number of people - locally and worldwide - enchanted by Afro-Cuban culture and eager to learn about and experience it.

We help preserve and cultivate the heritage of Miami's Afro-Cubans; build bonds and cultural understanding between different communities, organizations and residents; and enhance cultural awareness, pride and opportunities for residents of low-income neighborhoods.

Through our collaboration with government agencies, educational institutions, and local/national organizations, we offer our programs in schools and universities, tourist destinations and low-income neighborhoods of South Florida. Our partners have included, for example, Florida International University, the City of Homestead, The Non-Violence Project USA and Viernes Culturales.

In addition to representing Cuba and its vibrant color and tradition, IFE-ILE represents the diversity of Miami itself. We regularly collaborate with other arts, educational and social service organizations that serve the needs of Miami's various cultural communities (Brazilian, Haitian, Jamaican, Puerto Rican, African-American, etc.). And we reach people from throughout the U.S. through the workshops and events offered during our annual Afro-Cuban Dance Festival.

The company's most outstanding performances include the Latin Grammy Awards and the Billboard Awards as part of famous Cuban singer Gloria Estefan's production, Super Bowl Sunday, festivals such as the Smithsonian Institution's Folklife Festival and the Emancipation Celebration in Trinidad-Tobago. IFE-ILE has also performed in several videos. Commercials and documentaries include "Celia, The Queen", as well as Andy Garcia's directorial debut film, The Lost City.

Below is a list of IFE-ILE highlights:

- Superbowl, Bayfront Park, 2020
- Art of Black, Koubek Center, 2019
- Havana Mix 2, IFE-ILE 20th anniversary, Miami, 2018.
- Faena Art, Inaugural Procession, 2018
- Video for Amara la Negra, 2018
- Ni de Aqui ni de Alla, (Neither Here nor There). Koubek Center, Miami, 2017.
- Ciudad de Orichas, Koubek Center, 2016.
- Contra Viento y Marea, Miami Dade County Auditorium, 2015.
- In the River of her Eyes, Columbia College, Chicago, 2014.
- Havana mix, Little Haiti Cultural Arts Center, Miami, 2013.
- Flash mob for the Miami International Airport, 2013.
- 1, 000 Random Acts of Culture, Knight Foundation, 2012.
- Hispanic Heritage Month Celebration, City of Doral, 2013
- Cuban Night Show, Global Village, Dubai, EAU, 2011.
- Art of Storytelling, Miami Dade Public Libraries, 2010 – 2014.
- Monday Football, Dolphin vs. Jets, 2009.

Celia, The Queen, documentary on the life of the late Cuban singer Celia Cruz, featuring IFE-ILE, released 2009

IFE-ILE Afro-Cuban Dance Festival West in collaboration with the University of Colorado, 2007

NFL Super Bowl Experience Pre-Game Events and Coach's Party - 2007

The Lost City, movie, directorial debut of renowned actor Andy Garcia featuring IFE-LE, released 2006.

Collaboration with Arts for Learning to bring cultural understanding to underserve communities of children and at risk adolescents 2006

Guanguanco, The Rumba Musical, LA, 2004

Emancipation Celebration Day, Trinidad-Tobago, 2003

For love or Country: The Arturo Sandoval Story, HBO movie featuring IFE-LE,2000

Orange Bowl Parade, Miami, Artistic Director for IFE-ILE performance- 2000

Latin Grammy Award, Staples Center, Los Angeles, Choreographer - 2000

Alma Caribena, CBS Press Release, Atlantis, Bahamas, Choreographed by Neri Torres and featuring IFE-ILE

No me Dejes de Querer, Gloria Estefan's Grammy awarded video 2000, Choreographed by Neri Torres and featuring IFE-ILE

Gloria Estefan's Millenium Concert, American Airlines Arena - 2000

Guaguanco Oyelo Bien - Musical, Colony Theater, as part of the second annual IFE-ILE Festival - 1999

Fiesta Africana y Caribena, Colony Theater, as part of the Florida Dance Festival - 1999

NFL Super Bowl Experience Pre-Game Events and Coach's Party - 1999

ILE-ILE's first Annual Afro-Cuban Fest at BASH-1998

Caribbean Percussion Traditions in Miami presented by the Historical Museum of South Florida - 1998

Gloria Estefan's Evolution World Tour-Europe, Australia, Asia, Canada, Mexico, U.S., Puerto Rico; 1996-1997

Smithsonian Folklife Festival, Washington DC - 1996

3. Website:

<https://www.ife-ile.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:	16
e. TOTAL STAFF (total paid + number of volunteers):	17

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

8a. Grant Amount Requested:

\$ 5000

9. Project Title:

22nd Annual IFÉ-ILÉ Afro-Cuban Dance 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 a long-running Afro-Cuban Dance festival that draws dancers and fans from around the world for workshops by renowned dance teachers, public lectures by prestigious dance scholars, and performances by Caribbean dance companies at Barry University campus; a summer camp for children and youth at Miami-Dade County Main Library; dance parties at Ball & Chain; and a traditional Cuban conga line originating at Domino Park through Little Havana.

10a. Actual Project Start Date:

Jul 20 2020

10b. Actual Project End Date:

Aug 16 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).

July 20, 2020/August 15, 2020.

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

No

11. Total Project Expenses:

\$ 41,625

12. Total Project Revenues:

\$ 41,625

13. Total Organization Operating Budget:

\$ 71,000

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.

For this festival's edition, we are donating 20 tickets to the gala closing dance concert. In our past festival in 2018, we donated 15 tickets for the gala dance concert.

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 work directly with community organizations that make tickets available free of charge to seniors.

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):	10
# of Children (Ages 6-12):	20
# of Youth (Ages 13-17):	20
# of Young Adults (Ages 18-22):	50
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	100

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:	2100
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

2250

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):	25

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 - May 15 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 Annual IFÉ-ILÉ Afro-Cuban Dance Festival draws dancers and fans from around the world for workshops by renowned dance teachers; a summer camp for children and youth; public lectures by prestigious dance scholars; dance parties at venues across Miami-Dade County; and performances by Caribbean dance companies, culminating in a traditional Cuban conga line through Little Havana. The festival grows every year, attracting visitors from across North America, the Caribbean, Latin America,

Europe, and Asia.

Because of the diverse activities offered during the festival, the workshops, camp, lectures, and performances are often divided across several venues. This year, the IFÉ-ILÉ Festival will make Barry University a home base, hosting the workshops, lectures, and performances on campus and booking lodging for performers and participants at the Vagabond Hotel and Best Western Plus Windsor Inn nearby. The festival's signature Cuban conga line will begin as always at Domino Park followed by a salsa dance party at Ball & Chain night club in Little Havana. Both events are free of charge. Building on a long-time relationship with History Miami, and drawing on the museum's collection on Caribbean folklore, there will also be a public presentation and family activities at History Miami on August 16. These events will be free with museum admission.

The IFÉ-ILÉ youth dance camp for 50 children age 5 through 17 will run from July 20-31 at the Miami Dade County Central Library. Fifteen scholarships will be available for underserved youth, including youth disabilities. Otherwise, tuition will be \$100 per child and \$60 per child for families with more than one child.

The remaining activities will be held at the Barry University campus in Miami Shores. There will be three full days of dance workshops in sacred oricha dances, Cuban popular dances (son, mambo, rumba, conga), Afro-Cuban folkloric congo cycle (palo, yuka and makuta) and guest workshops in Jamaican kumina and Barbados landship offered at Barry University studios from August 13 to 15. Workshops will cost \$15 for a single session or \$250 for a full festival pass. This pass also includes admission to the gala closing performance on August 15 in Barry University's Broad Auditorium by IFE-ILE and guests from Barbados (The Orchard Movement), Philadelphia (Urban Dance Company), Jamaica (L'Acadco Dance Company). Gala concert tickets can be purchased separately by the general public for \$30, with discounted tickets at \$20 for children and retirees.

The IFÉ-ILÉ Afro-Cuban Dance Festival attracts tourists due to the popularity of Cuban popular and sacred dance around the world, as well as the prestige of the IFÉ-ILÉ Afro-Cuban dance company and IFÉ-ILÉ's internationally-recognized artistic and festival director. Roughly 100 dance students come to the festival each year from across the United States, the Caribbean, Europe, and Asia to study with Torres and the IFÉ-ILÉ dancers, as well with the guest instructors who this year hail from the USA, Spain, France, Finland, and Switzerland. An additional 100 students from from across Florida for the dance workshops and lectures. The gala performance attracts roughly 500 spectators and the Cuban conga line in Little Havana draws 1500 people from Miami-Dade County. The anticipated participation in the festival this year is 2,250 people.

IFÉ-ILÉ promotes the festival through our website, www.ife-ile.org, and our monthly newsletter that goes out to 5,000 supporters. We mail postcards to our contact list and distributes them at all major hotels focusing on tourist traffic as well as business in Little Havana, Coral Gables, Hialeah and local universities, malls, parks, and other high-traffic areas such as Ocean Drive, Lincoln Road, Española Way,

for example). IFÉ-ILE makes strategic use of social media such as Facebook, Instagram, Twitter, and the Miami Convention & Visitors Bureau calendar. IFÉ-ILÉ purchases print advertising at Miami Herald, El Nuevo Herald, New Times, Diario de las Americas. places listings and pitches stories to these and other local and national print and online publications, such as Miami Art Guide, Artburst, and Heart and Soul and Arts International. IFÉ-ILÉ runs PSAs on radio stations such as Hispanic, Radio Mambi, Radio Caracol, Hot 105, and WDNA. IFÉ-ILÉ director Neri Torres and dancers appear each year on television programs on TV 41, Channel 6, and Channel 17.

We anticipate at least 50 rooms will be booked at the hotels nearest Barry University: the Vagabond Hotel and the Best Western Plus Windsor Inn in North Miami. Occupancy should be low, since this is the shoulder season, and will likely be lowered even more as the world recovers from the Covid19 pandemic. The dance workshops and panels draw hardcore fans who will be eager to find a dance opportunity after the long global quarantine, so we anticipate strong participation from our long-time supporters.

TDC - Marketing Details

Completed - Apr 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).

SOCIAL MEDIA

www.ife-ile.org: in the two months leading up to the festival, our website will be updated daily with new content about festival programs for search engine optimization

IFÉ-ILÉ newsletter: ife-ile.org content will be aggregated weekly and sent to an opt-in database of 5,000 supporters

Social Networks: ife-ile.org content will be pushed out on Facebook, Twitter, and Instagram; in addition, we will purchase Facebook ads targeting dancers and lovers of Afro-Cuban culture around the world

Calendars: IFÉ-ILÉ Festival events will be listed in online calendars, such as the Miami Convention &

Visitors Bureau, Social Miami, cultureowl.com, danceus.org, latindancecalendar.com,

floridadancevacations.com, eventbrite.com

MEDIA

Advertising: IFÉ-ILÉ will purchase ads in Miami Herald, El Nuevo Herald, New Times, and Diario de las Americas

News coverage: IFÉ-ILÉ will pitch stories about the festival to the outlets above and to online publications such as Miami Art Guide, Artburst; New York-based Heart and Soul and Arts International; national press such as Hispanic.

Radio: IFÉ-ILÉ runs PSAs on the radio stations WLRN, WDNA, Radio Mambi, Radio Marti, Radio Caracol, and Hot 105.

Television: IFÉ-ILÉ director Neri Torres and dancers appear each year on television programs on TV 41, Channel 6, and Channel 17.

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 Miami Herald / El Nuevo Herald (media sponsor)

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?

IFÉ-ILÉ's direct reach to our own supporters in our database is 5,000. Dancers who perform with the company and guest companies and the dancers who enroll in classes are likely to share the videos from the performance and workshops with friends, leading to another 5,000 views online.

TDC - Tourism Impact Projections

Completed - May 15 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):

2200

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	1200	20
Out of County	500	5
Out of State	300	15
Foreign	200	10

TOTAL Projected # of Audience Attending:

2200

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)**

Links for booking rooms at the Vagabond Hotel and the Best Western Plus Windsor Inn will be included in the registration information on the IFÉ-ILÉ website and contact information for those hotels will be included on all marketing material. Consistent with 2018 festival bookings (there was no festival in 2019), we estimate that roughly 50 rooms will be booked for 3 to 5 nights. It is not clear how the current quarantine will impact participation. If the quarantine is lifted in May or June, we anticipate that there will be a large number of dancers eager to travel and to dance. If the quarantine remains in place in July, that will likely diminish the number of visitors. Of course, if the quarantine continues through August, the festival will have to be postponed.

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:	150	
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:	
Courtesy Room Blocks:	150

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:	Best Western Premiere	25
Year 3:	n/a	n/a

Performance Venue Locations and District Numbers

Completed - Apr 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	Broad Auditorium
Address - venue #1	1300 NE Second Avenue
City - venue #1	Miami Shores
State - venue #1	Florida
Zip Code - venue #1	33161
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	11 Miami Shores
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	108

Secondary Venue #2

Secondary Venue Name - #2	Miami Dade County Main Library
Address - venue #2	101 W FLAGLER ST
City - venue #2	MIAMI
State - venue #2	Florida
Zip Code - venue #2	33130
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	5
MUNICIPALITY CODES - venue #2	01 Miami

Venue #3

Venue Name - #3	Domino Park
Address - venue #3	801 SW 15th Ave
City - venue #3	Miami
State - venue #3	Florida
Zip Code - venue #3	33135
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	5
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:	IFÉ-ILÉ, Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration			\$0	\$1,000
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$20,025	\$20,025	
Contracted/Outside Other Fees/Services	\$2,000	\$2,000	\$4,000	\$1,000
Marketing: ADV/PR/Printing/Publications	\$3,000	\$2,350	\$5,350	\$3,500
Marketing: Postage/Distribution		\$105	\$105	
Marketing: Web Design/Support/Maintenance			\$0	\$500
Travel: In County			\$0	
Travel: Out of County		\$1,000	\$1,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$500	\$500	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000	\$2,000
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		\$295	\$295	
Other Expenses (Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$5,000	\$28,625	\$33,625	\$8,000
TOTAL EXPENSES (Cash plus In-Kind)	\$41,625			
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)	\$1,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	IFÉ-ILÉ, Inc		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$4,775		14%
Memberships			0%
Tuitions/Enrollment Fees	\$4,350		13%
Contracted Services: Outside Programs/Performances	\$4,000		12%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support		\$3,500	0%
Foundation Support			0%
Private/Individual Support	\$2,000	\$4,500	6%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Division of Cultural Affairs -	\$6,000		18%
Special Cultural Projects			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%
Community Grant (Application pending)*	\$7,500		22%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$28,625	\$8,000	15%
GRANT REQUESTED	\$5,000		
CASH REVENUES + GRANT REQUESTED	\$33,625		
TOTAL REVENUES (Cash plus In-Kind)	\$41,625	TOTAL IN-KIND %	24%

Application: Inffinito Art & Cultural Foundation, Inc.

Viviane Spinelli - viviane@inffinito.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000282
Last submitted: Apr 3 2020 04:21 PM (EDT)
Labels: 2019-2020, Courtesy Review, Fourth Quarter

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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

(No response)

Organization Name:

Inffinito Art & Cultural Foundation, Inc.

Project Title:

24th Brazilian Film Festival of Miami

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

September 11, 12, 13, 14, 15, 16, 17, 18 and 19, 2020.

Primary Event Location:

Regal South Beach Stadium 18 & Imax

County Commission District - Primary Event Location:

5

Secondary Event Location:

New World Center - SoundScape Park

County Commission District - Secondary Event Location:

5

Project Synopsis:

Funds are requested to support the 24th Brazilian Film Festival - Sept 11 to 19, 2020.

The 24th edition will take place in 6 venues: Opening Night at New World Center SoundScape Park, Competitive Screenings at the Regal South Beach, Panorama Screenings at Silverspot Cinemas Miami and Coral Gables Art Cinema, University Series at FIU, and Closing Awards and Concert at North Beach Bandshell presenting the Crystal Lens award to 8 categories and a music concert.

Previous TDC Funding:

(No response)

Other Government Funding:

(No response)

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Inffinito Art & Cultural Foundation, Inc.

1. State the organization's mission

The organization's mission is to promote cultural and educational exchange between Brazil and the United States. Expanding the audience's universe through Brazilian culture and producing events that foster individual and collective transformation.

The Brazilian Film Festival (BRAFF) is the pioneer Film Festival exclusively dedicated to Brazilian films in the US. Its commitment and dedication to showcase our productions overseas have conquered a loyal audience that increases yearly.

It's an annual event that BRAFF spectators have incorporated into their family's summer activities and look forward to it every year!

2. Provide an organization history

Founded in 1995, Inffinito, headed by Directors Viviane B. Spinelli, Adriana L. Dutra, and Claudia Dutra, is a dynamic and creative company, focused on promoting the Brazilian culture. Comprised of Inffinito Núcleo de Arte e Cultura and Inffinito Eventos e Produções (Brazil) and Inffinito Foundation (US), the Inffinito Group strives to promote and diffuse Brazilian cultural productions both in Brazil and abroad.

The Brazilian Film Festival of Miami is the group's main project created in 1997 at a time when Brazilian cinema was undergoing a transition period from a long era of creative and production bareness to the awakening of a new generation of film making that promised to reach beyond Latin American borders. Its first edition was exhibited at the University of Miami's Bill Cosford Theater where 9 films were screened. The Festival sessions were sold out and the event achieved local recognition.

Its second edition in 1998 the Festival was included in the City of Miami Beach's official calendar with the support of VCA and the Alliance for Media Arts as a fiscal sponsor for the construction of the first outdoor movie theater on the sands of Miami Beach. The "Cinema on the Beach" launches an innovative way of

screening for the Brazilian Film Festival of Miami and has become a historic landmark of the City of Miami Beach.

In 2001 the Marketplace was introduced to the Brazilian Film Festival of Miami including debates and panels focusing on film distribution, co-production, and commercialization with renowned professionals from the Brazilian and international film industry. In 2003 Inffinito produced the 1st Brazilian Film Festival of New York. Three years later, in 2006, Inffinito launched the Cine Fest Brasil-Barcelona, consolidating the Inffinito Festival Circuit. In 2008 and 2009, Inffinito hosted Brazilian film festivals in Buenos Aires (Argentina), Canudos (Brazil), Miami and New York (USA), London (UK), Vancouver (Canada), Madrid and Barcelona (Spain), Milan and Rome (Italy). From 2011 to 2014 the circuit had shown the best of the latest Brazilian productions in Miami, New York, Canudos, London, Montevideo, Buenos Aires, and Bogota. In 2019 the Circuit held editions in Miami and Montevideo.

Throughout our 24-year experience in organizing festivals abroad, we held 82 festivals in 13 cities and 9 countries, 62 shows concerts of Brazilian musicians and 875 Brazilian film screenings. Our pioneer festival, Brazilian Film Festival of Miami, celebrating this summer its 24th edition is considered by the film community the first one dedicated exclusively to Brazilian cinema abroad.

In 2020 The Inffinito Festival Circuit will present Festivals in the cities of Miami (Sept) and New York (Nov).

Moreover, Inffinito is not only Film Festivals. Inffinito has produced films documentaries: Society of Fear (Sociedade do Medo), Transtime (Quanto Tempo o Tempo Tem), A Journey Thru Rio's Street Parades (Quero Botar Meu Bloco na Rua), Pioneers (Pioneiros) and Caravana MT - Orchestra on the Road, with Mato Grosso Chamber Orchestra and the tv series Option America (Opção América), Slab Option (Opção Laje), Sons Brasilis and Transgente. Also produced events in Brazil: 15 x Austria, Verão do Rio 2009 - 2013, Conexão Samba, Gincana Cultural, B-A-BA and more than 30 musical concerts in the US of internationally acclaimed artists such as: Elba Ramalho, Miami 1997, Gabriel, O Pensador Miami, 1998, Claudinho & Buchecha 1999, Moraes Moreira and Armandinho, Miami 1999, Marisa Monte, Miami 2000, Show Seu Jorge, Jack Gleason in Miami, 2006, Show Lenine, Central Park, NY, 2006; Show Maria Rita, Central Park, NY, 2008, Show Toni Garrido, Miami 2008, Paralamas do Sucesso and Maria Gadu, Central Park, NY, 2010 and Maria Gadu, Lincoln Theater, Miami Beach, 2010, just to name a few.

3. Website:

www.inffinito.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:	1
b. Part-time employees:	19
c. TOTAL PAID EMPLOYEES:	20
d. Number of volunteers:	6
e. TOTAL STAFF (total paid + number of volunteers):	26

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:

24th Brazilian Film 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 24th Brazilian Film Festival - Sept 11 to 19, 2020.

The 24th edition will take place in 6 venues: Opening Night at New World Center SoundScape Park, Competitive Screenings at the Regal South Beach, Panorama Screenings at Silverspot Cinemas Miami and Coral Gables Art Cinema, University Series at FIU, and Closing Awards and Concert at North Beach Bandshell presenting the Crystal Lens award to 8 categories and a music concert.

10a. Actual Project Start Date:

Sep 11 2020

10b. Actual Project End Date:

Sep 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).

September 11, 12, 13, 14, 15, 16, 17, 18 and 19, 2020.

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

Yes

11. Total Project Expenses:

\$ 198,838

12. Total Project Revenues:

\$ 198,838

13. Total Organization Operating Budget:

\$ 242,500

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.

The Department of Cultural Affairs has one color full page in the Brazilian Film Festival of Miami's program magazine.

A discount on tickets is granted for students and for the Department of Cultural Affairs' Culture Shock Miami Youth Program. Free tickets are granted for the Golden ticket program.

Ticket prices are the following:

Regal South Beach 18 & IMAX: General (\$13), Golden ticket (free ticket) Culture Shock (\$10).

Silverspot Cinema Downtown Miami and Coral Gables Art Cinema: General (\$13). We are working on discounted ticket prices.

Closing Night at the North Beach Bandshell: General Admission (\$25 to \$40), Seniors, Students and Culture Shock (\$20) Golden Ticket (Free Admission).

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.

The organization has been enrolled in the Golden Tickets program for many years and has been granting free tickets to the film screenings for seniors of Miami-Dade County.

There is no limit on the number of tickets. Golden ticket program mention grants 1 (one) Free ticket +1 (for the companion).

In 2019 the festival registered the following Golden Ticket attendance along with many others: Adis Fernandez, Adis Vila, Beatriz Azor, Civia Mclean, Elsa Del Rio + friend, Cira and Elsa Latepie, Felicia Holliday, Gioconda Moran Davis, Loren Caas, Patricia Mihas, Thompson Davis and Zeida Tizol.

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):	10
# of Young Adults (Ages 18-22):	40
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:	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:	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

5100

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):	10

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 - Apr 3 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 Brazilian Film Festival (BRAFF) is the pioneer film festival exclusively dedicated to Brazilian films in the US. BRAFF is part of the City of Miami and Miami Beach official events calendar.

Throughout our 24 years' experience in international events, we've accomplished the following: 82 film festivals in 13 cities of 9 countries, 875 Brazilian film screenings and 62 top Brazilian live musical

performances worldwide, promoting Brazil's culture, and our dear City of Miami.

The 24th Brazilian Film Festival of Miami will once again bring a taste of Brazil to Miami Beach. Tourists and locals alike will have the opportunity to experience a week full of culture through films about Brazil, its people, way of life and the environment. The Festival not only promotes the Brazilian culture but it bridges cultural gaps, allowing the residents of Miami Dade and surroundings to experience the differences and enrich their knowledge about the only Portuguese-speaking nation and the largest population, area, and economy in Latin America.

In 2020, the Brazilian Film Festival of Miami is improving the program with the Panorama Screenings also taking place in Coral Gables Art Cinema. We anticipate 5,100 spectators for the 24th edition screenings and parallel events (special events, happy hours and dinners).

In 2020 the Brazilian Film Festival will be held in Miami Dade County from September 11 to 19 in 6 venues:

- September 11 - Opening Night at the NWC SoundScape Park

Festival's registration, DJ music followed by a free admission screening of "Pixinguinha, an Affectionate Man" (2019).

- September 12 to 15 - Panorama Screenings at Silverspot Cinema Downtown Miami and Coral Gables Art Cinema

The festival will showcase films from different regions of Brazil.

- September 15 - University Series at Florida International University

Screenings at the Universities focusing on attracting younger and new audiences to the Brazilian Cinema.

- September 16 to 18 - Competitive Screenings at Regal South Beach 18

6 feature films will premiere in an assortment of genres. The best of the most recent Brazilian audiovisual productions (2019/2020) will be screened in 2 daily sessions.

- September 19 - Closing Award Night & Concert at North Beach Bandshell

The Awards Ceremony will be presented by a Brazilian talent and 6 films will compete for the Crystal Lens, the Festival's official award, in the following categories: Best Film - Chosen by the Audience and by the Jury, Best Director, Best Cinematography, Best Actress and Best Actor.

Our organization believes in diversity. Brazil is a very broad culture with many regions and cultures. It's great to see the Miami community cultural exchange in our screenings: Rhythm Foundation, Miami Film Festival, Miami Gay and Lesbian Film Festival, Miami Beach Senior High School students guided by Portuguese teacher Anete Arslanian (from AOTP), The 55 Project, and Centro Cultural Brasil USA.

Press Relations' starts 60 days before the event. Digital runs year-round. Print and electronic start 30 days before Festivals' opening. Digital Media campaign consists of a website, newsletters e-blasts and active social media. The promotional material distribution starts (30) thirty days before the events: 1.000 Program Magazines, 200 T-shirts, 100 handbags, e-invitations sent for the festival's kickoff, opening, special events and closing, 15 cinema's and event's banners, 280 theater's chair covers, 20,000 postcards, 100 posters and 1,000 credentials and strings, 1,600 votes/survey.

Media Sponsors are: Canal Brasil (Brasil), Globo Int. TV (US), AcheiUSA Newspaper, Acontece Magazine, Mensch magazine (Brazil), Guia Brasil America and Culture Owl. Ads will be placed in the American, Hispanic and Brazilian Portuguese media in the US: Miami Herald, El Nuevo Herald, New Times, AcheiUSA, Acontece Magazine, Mensch Magazine, BrazilUSA Magazine, GBA and Culture Owl. 30' spots to be aired on TV and radio as follows: 25 spots at Globo Tv and 18 spots at WLRN radio.

For this year's festival, we will reserve 80 rooms at The Gates Hotel South Beach - A Doubletree by Hilton.

Inffinito is the only producer of the event with offices in Brazil and the US.

The project implementation strategy starts with Fundraising from Oct-Aug, Pre-Production: Jan-May; Production: Jun-Sept; Press Relations and Publicity Campaign: Aug-Sept.

TDC funding will enhance the promotion of Miami in Latin America, specifically in Brazil with its 200 million people market, one of the highest number of tourists and investors in Miami and also improve the cultural exchange between Brazil and the US.

TDC - Marketing Details

Completed - Mar 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).

Annually, millions of people follow the Brazilian Film Festival of Miami through the publicity campaign, social media and in-kind media coverage in Brazil and the United States.

The marketing campaign includes important channels of communication in the US through ads in printed, electronic and digital media and the production of graphic material, in addition to the specific actions that could be developed to increase the outreach of our sponsors.

The press activities start 60 days before the event, both in Brazil and the US and the publicity campaign starts 30 days before the festival and follows a simultaneous promotion schedule in print, electronic and digital press. Ads are placed in the American Hispanic and Brazilian publications and their social media networks as well: Miami Herald, El Nuevo Herald, Achei USA, Acontece Magazine, Cultural Owl, Mensch, GBA, BrasilUSA Magazine, New Times and Selecta Magazine.

The electronic campaign consists of 30' spots to be aired on TV and radio as follows: 40 spots on Globo Int. TV - 1.4M households/viewership in US and Canada, 24 spots at WLRN - 500,000 Listeners weekly and 500 spots at Radio Florida Brazil - 32,000 listeners daily (information <http://www.radiofloridabrazil.com/>).

In addition, we will have a TV program in the US on Globo Int. TV - Globo Noticias América and in Brazil on Canal Brasil broadcasted in more than 16M households with 2M viewership each (media letter attached).

The Digital Media Campaign will consist of social media outreach efforts, newsletters and e-blasts with schedules of screenings and events reaching social media followers and thousands of email subscribers in Brazil and in the US, as follows:

- E-blasts and newsletters sent to Inffinito and partners' subscribers;
- Exposure at the festivals' website, media's websites, and festival partners' websites;
- Banners inserted in several targeted websites;
- Paid ads on Facebook and Instagram;

- Banner for ticket sales at Inffinito's site and sales at TicketWeb's site;
- Film's schedule, trailers, and information updated at Inffinito's website during the festival;
- Posts at Inffinito social media networks (Facebook and Instagram);
- Social media posts and shares from sponsors and festival guests: actors, directors, producers and film industry.

An extensive campaign with promotional material distribution starts (30) thirty days before the events with the following: 1.000 Program Magazines, 200 T-shirts, e-invitations sent for the festival's kickoff, opening, special events and closing, 10 banners placed in the theater and parallel events, 280 theater's chair covers, 20,000 postcards, 100 posters, and 1,000 credentials and strings, 1,600 votes/survey, 100 handbags distribution in Miami and Brazil.

The festival will have again the following tv coverage in 2019: E! Entertainment (Brasil), Globo Int. TV (US), Canal Brasil (Brasil) and BAND TV (Brasil).

See attached Marketing and Program of Braff 2020 and 2019 Media Clipping.

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 is renewing the sponsorship with Globo International TV/Globo Play and Canal Brasil.

We'll have 30' TV spots on Globo International Tv with 1.4 million household ratings/viewership in North America (the US and Canada) and Latin America.

Radio spots on National Public Radio - WLRN 91.3 FM is licensed to the School Board of Miami-Dade County, Florida and serves a weekly audience of more than 500,000 from Palm Beach to Key West. It is

ranked number one in the state of Florida among NPR stations.

And also spots at Radio Florida Brazil - 32,000 listeners daily (information

<http://www.radiofloridabrazil.com/>).

In 2019 the highlight of the festival's tv coverage was the following:

NBC Universal - E! ENTERTAINMENT TV by Pedro Bosnich (Brazil)

https://www.dropbox.com/s/mky1ys9ca55aury/E%21%20News%20Now%2001_BRAFF2019-Evento.mov?dl=0

<https://www.dropbox.com/s/4xqvhu5dl1bhvpk/E%21%20at%20Braff%202019%202.MP4?dl=0>

<https://www.dropbox.com/s/qaacjlt713yegay/E%21%20at%20Braff%202019.MP4?dl=0>

GLOBO INTERNATIONAL TV - Globo Notícias América by Cintia Lima (US and Canada)

<https://globointernacional.globo.com/Americas/Paginas/globo-noticia-americas-completo-28092019.aspx>

CANAL BRASIL - Cine Jornal by Simone Zuccolotto (Brazil)

Canal Brasil has 16.089.933 subscribers and more than 2 million of viewership in Brazil.

https://youtu.be/Q_7vSN5DkCw

<https://youtu.be/GptfdSBhBto>

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):

18489933

3a. How was the above estimate determined?

The information is provided by the attached letters of the following media sponsors:

- SuperStation Media/Globo International Tv - 1,400,000 household rating/viewership.
- Canal Brasil 16,089,933 subscribers and 2 million viewership.
- The weekly audience of more than 500,000 (1M listeners in a 2 weeks campaign - from Palm Beach to Key West) for WLRN radio. The information was estimated at their website - <http://wlrn.org/topic/radio>.

TDC - Tourism Impact Projections

Completed - Apr 3 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):

5050

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	3850	10
Out of County	500	5
Out of State	400	5
Foreign	300	30

TOTAL Projected # of Audience Attending:

5050

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)**

Once the program is finalized, the Festival sends an invitation letter to the film industry professionals that will be attending the event. We also inform in our newsletters and website and social media the participating hotels and the Festival special hotel rates available.

In 2020 we are planning to block 80 room nights at The Gates Hotel South Beach - A Doubletree by Hilton. The estimate is to have 120 additional room nights used by visitors and at least 30 extra rooms purchased for the Festival by its guests.

In 2019 the festival booked 225 room nights. 120 room nights booked at Nautilus Hotel plus a supplemental number of 105 visitors room nights (this total was calculated estimating the voting ballots of 35 visitors staying 3 nights).

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	80
# of hotel room nights anticipated to be booked:	80	80
Actual number of hotel room nights used last year:	225	

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:	FY 2018-2019 Nautilus by Arlo	225 room nights used (120 rooms at Nautilus Hotel + 105 room nights used at other hotels)
Year 2:	FY 2017-2018 Washington Park Hotel	219 room nights used (87 rooms at Washington Park Hotel + 132 room nights used at other hotels)
Year 3:	FY 2016-2017 Washington Park Hotel	221 room nights used (93 rooms at Washington Park Hotel and 128 room nights used at other hotels)

Performance Venue Locations and District Numbers

Completed - Apr 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	Regal South Beach Stadium 18 & Imax
Address - venue #1	1120 Lincoln Rd Mall
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	New World Center - SoundScape Park
Address - venue #2	500 17th Street
City - venue #2	Miami Beach
State - venue #2	Florida
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	Silverspot Cinema Downtown Miami
Address - venue #3	300 SE 3rd St #100
City - venue #3	Miami
State - venue #3	Florida
Zip Code - venue #3	33131
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	5
MUNICIPALITY CODES - venue #3	01 Miami

Venue #4

Venue Name - #4	Coral Gables Art Cinema
Address - venue #4	260 Aragon Ave
City - venue #4	Coral Gables
State - venue #4	Florida
Zip Code - venue #4	33134
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	5
MUNICIPALITY CODES - venue #4	03 Coral Gables

Venue #5

Venue Name - #5	North Beach Bandshell
Address - venue #5	7275 Collins Ave
City - venue #5	Miami Beach
State - venue #5	Florida
Zip Code - venue #5	33141
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	Florida International University
Address - venue #6	11200 SW 8th Street
City - venue #6	Miami
State - venue #6	Florida
Zip Code - venue #6	33199
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	11
MUNICIPALITY CODES - venue #6	30 Unincorporated

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:	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:				
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$30,000	\$30,000	\$10,000
In-house/Salaried Personnel: Artistic		\$3,500	\$3,500	
In-house/Salaried Personnel: Technical/Production		\$20,750	\$20,750	
Contracted/Outside Artistic Fees/Services	\$2,500	\$2,500	\$5,000	
Contracted/Outside Other Fees/Services		\$17,050	\$17,050	\$5,000
Marketing: ADV/PR/Printing/Publications	\$2,000	\$20,798	\$22,798	\$20,000
Marketing: Postage/Distribution		\$1,250	\$1,250	
Marketing: Web Design/Support/Maintenance	\$4,500	\$0	\$4,500	
Travel: In County		\$4,000	\$4,000	\$5,000
Travel: Out of County		\$20,000	\$20,000	
Equipment Rental		\$0	\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$5,000	\$2,150	\$7,150	
Equipment Purchase		\$0	\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$0	\$0	
Space Rental		\$2,000	\$2,000	
Space Rental / for Performance, Exhibitions, Events, etc.		\$8,250	\$8,250	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.	\$1,000	\$250	\$1,250	
Utilities		\$5,340	\$5,340	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$6,000	\$6,000	
Other Expenses (Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$143,838	\$158,838	\$40,000
TOTAL EXPENSES (Cash plus In-Kind)	\$198,838			
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)	\$47,340	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$15,000		9%
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	\$36,792	\$30,000	23%
Foundation Support			0%
Private/Individual Support	\$15,000	\$10,000	9%
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)			
City of Miami Beach - Cultural Affairs Council (CAC)	\$18,260		11%
			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%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Festival & Special Events Grant (FEST)	\$58,786		37%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$143,838	\$40,000	9%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$158,838		
TOTAL REVENUES (Cash plus In-Kind)	\$198,838	TOTAL IN-KIND %	25%

Application: Miami Hispanic Ballet Corp.

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

Summary

ID: TDC-0000000288

Last submitted: May 13 2020 11:13 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 12,000

Organization Name:

Miami Hispanic Ballet Corp.

Project Title:

XXV International Ballet Festival of Miami

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 25, 26, 27, 28, 29, 30,31 / 2020 - August 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15,16 / 2020

Primary Event Location:

Miami Hispanic Cultural Arts Center

County Commission District - Primary Event Location:

5

Secondary Event Location:

Lehman Theater Miami Dade College North Campus

County Commission District - Secondary Event Location:

3

Project Synopsis:

Grant Funds are requested to support the XXV International Ballet Festival of Miami, presented by the Miami Hispanic Ballet from 7/25 through 8/16/ 2020, bringing to Miami-Dade County residents and visitors the works of over 100 artists from more than 20 worldwide ballet companies representing Europe, Asia, Latin America and North America. The festival also incorporates a dance film series, art exhibits, book presentations, workshops, and six live performances at several venues in Miami Dade.

Previous TDC Funding:

\$14,000 (18-19); \$16,000 (17-18); \$20,000 (16-17); \$20,000 (15-16); {End of cycle - \$9,000 (14-15)};
\$10,500 (13-14); \$17,000 (12-13); \$13,500 (11-12); \$15,000 (10-11)

Other Government Funding:

State of Florida, General Program support - \$13,807
Miami Beach Cultural Presenter - \$14,442
Festivals and Special Events - \$85,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 13 2020

TDC Grant Program

Organization Name:

Miami Hispanic Ballet Corp.

1. State the organization's mission

The Miami Hispanic Ballet mission is to encourage excellence in dance, support artistic and cultural diversity and increase the opportunities for people to experience classical and contemporary dance forms. The organization is committed to developing and educating audiences in the appreciation of dance through the production and presentation of high quality events and educational programs as well as to identify and promote professional dance artists in Miami-Dade County.

2. Provide an organization history

Founded by Pedro Pablo Pena, the Miami Hispanic Ballet Corp. (MHB) was established in 1993 as a non for profit dance organization dedicated to identifying and promoting professional dance artists of Hispanic descent in Miami-Dade County. Since its inception, MHB has also taken the role of producer and presenter bringing major performances of proven artistic excellence leading to the creation of the Annual International Ballet Festival of Miami (IBFM), recognized as the most successful in the US and is the only one of its kind in the State of Florida and the US, giving our residents and visitors the unique chance to view a wide range of local, national and international artists of exceptional merit.

This Festival represents the most ambitious ballet project ever conceived in South Florida, the magnitude of its program, along with the prestige of the participating companies and the renowned principal ballet stars, have captured the attention of the most demanding audiences. The festival has accomplished the task of introducing the residents of, and visitors to, Miami-Dade, Broward and Palm Beach Counties, a stunning array of ballet companies encompassing Europe, Asia, Latin America, and the USA. Furthermore, it has provided the opportunity for local dance and ballet companies to demonstrate their talent alongside the world most renowned dancers. For the past 23 years the festival has received rave reviews and earned the utmost respect of the local and international media and has raised Miami's profile among international ballet companies as a destination for talented artists to be appreciated.

The IBFM also includes a Dance Films Series in collaboration with the Cinematheque de la Danse de Paris, New York Dance Films Association and others, Miami Dade College Wolfson and North Campus, and Miami Beach O CINEMA, Exhibits Inspired by Dance, Book Presentations, Workshops and Master Classes, culminating with the most spectacular Performances that bring to Miami-Dade County over 100 Principal Dancers from the best companies around the world. In 2016 for the first time the Festival was presented outside of Miami at the Union City Performing Arts Center, New Jersey.

The Festival has a very strict protocol as to who is invited to this prestigious event. Artistic Director reviews dancer's videos from all over the world and with the collaboration of a national and international team of Artistic Advisors not only they select the participants but also the best of the classical repertoire.

Since its inception the IBFM has been presented at different venues, including; Miami-Dade County Auditorium, Fillmore Miami Beach at Jackie Gleason Theater, The Colony Theater, Adrienne Arsht Center, Manuel Artime Theater, Amaturo Theater, Broward Performing Arts Center, Raymond F. Kravis Center for the Performing Arts, Olympia Theater Gusman Center For the Performing Arts, Lehman Theater Miami Dade College North Campus, Chapman Conference Center Miami Dade College Wolfon Campus, Lincoln Rd, Tower Theater, Miami Beach O Cinema and Miami Hispanic Cultural Arts Center.

Each year the Festival presents two awards, "A Life for Dance" Lifetime Achievement Award, honoring legendary figures of the dance world and "Criticism and Culture of Ballet" presented to national and international dance critics, honorees are selected by IBFM artistic director and a panel of festival advisors. The official awards statuettes were created by Mexican sculptor David Camorlinga Tagle. The Festival also selects annually an artist to create the official poster, this artist has the opportunity to showcase their work during the festival's art exhibit series.

In 2010 the MHB, per the recommendation of Dade County Commissioner Bruno Barreiro, received a grant of one million dollars from Miami Dade County Cultural Affairs Council for the purchase of the property that houses the Miami Hispanic Cultural Arts Center (MHCAC) since 2012. MHB was also the recipient of the John S. and James L. Knight Foundation Arts Challenge and the Cultural Affairs GOB Grant to remodel the entire historical building. The Center resides in the magnificent 1911 fully restored Miami Landmark building, The J.W. Warner Place, listed on the National Register of Historic Places.

The future plan is for the original colonial style building to be complemented by contemporary architecture housing brand new state of the art ballet studios and black box theater, designed by architect Juan Damas.

3. Website:

www.internationalballetfestival.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:	5
e. TOTAL STAFF (total paid + number of volunteers):	10

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:

XXV International Ballet Festival of Miami

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 XXV International Ballet Festival of Miami, presented by the Miami Hispanic Ballet from 7/25 through 8/16/ 2020, bringing to Miami-Dade County residents and visitors the works of over 100 artists from more than 20 worldwide ballet companies representing Europe, Asia, Latin America and North America. The festival also incorporates a dance film series, art exhibits, book presentations, workshops, and six live performances at several venues in Miami Dade.

10a. Actual Project Start Date:

Jul 25 2020

10b. Actual Project End Date:

Aug 16 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).

July 25, 26, 27, 28, 29, 30,31 / 2020 - August 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15,16 / 2020

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

Yes

11. Total Project Expenses:

\$ 388249

12. Total Project Revenues:

\$ 388249

13. Total Organization Operating Budget:

\$ 457249

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 Hispanic Ballet plans to continue to donate tickets for ticketed performances during the XXV International Ballet Festival of Miami as it has in the past for the Culture Shock program. Some of the Festival's events are free of charge and our tickets are priced within a reasonable range (\$15-\$65) to try to make programming as accessible to as a broad a segment of the community as possible. MHB will donate 20 tickets for each of the performances at the Manuel Arttime Theater, Arsht Center, Miami Dade County Auditorium and Fillmore Miami Beach Jackie Gleason 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.

Miami Hispanic Ballet plans to continue to donate tickets for ticketed performances during the XXV International Ballet Festival of Miami as it has in the past for the Golden Ticket program. Some of the Festival's events are free of charge and our tickets are priced within a reasonable range (\$15-\$65) to try to make programming as accessible to as a broad a segment of the community as possible. MHB will donate 20 tickets for each of the performances at the Manuel Artime Theater, Arsht Center, Miami Dade County Auditorium and Fillmore Miami Beach Jackie Gleason Theater.

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):	300
# of Young Adults (Ages 18-22):	600
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	1100

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:	5300
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

6500

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):	25
# 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 - May 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.

Miami Hispanic Ballet (MHB) XXV Anniversary of the International Ballet Festival of Miami (IBFM) will take place in several venues throughout Miami-Dade County from July 25 through Aug. 16. The Festival will present seven different performances featuring over 100 Principal Dancers from some of the most important ballet companies in the world and will also include additional activities such as film screenings, workshops, master classes, book presentations and art exhibits. It offers a local, national and international audience of around 6,500 a unique opportunity to share in a celebration of dance.

Programs are: 1) International Young Medalists Performances, July 31 at 11:00 am at the Lehman Theater Miami Dade College North Campus, August 1 at 8:00 pm at the Manuel Artime Theater, featuring young talented dancers winners of international dance competitions. 2) Contemporary Dance Performances, a cutting Edge dance program featuring national and international guest Modern and Contemporary dance companies representing Brazil, Colombia, Italy, Mexico, Dominican Republic, Switzerland and USA on Aug. 6 / 8:00 pm at Lincoln Rd. On the Street, Aug. 7 / 8:00 pm at the Manuel Artime Theater. 3) Classical Gala Performances, where dance Stars from around the world perform the most famous classical and neo-classical ballet repertoire, featuring prestigious ballet companies represented by their greatest stars, from Argentina, Brazil, Mexico, Canada, Hungary, England, Germany, Italy, Poland, Spain and US, (1)“Etoiles Grand Gala Performance”, during this Gala the "A Life for Dance" Lifetime Achievement Award is presented to outstanding worldwide renowned Ballet Dancers, Choreographers & Directors, honoring their legacy and brilliant careers, on Aug. 14 / 8:00 pm at the Adrienne Arsht Center, (2)“Classical Gala Performance” Aug. 15 / 8:00 pm at the Fillmore Miami Beach Jackie Gleason Theater; (3)“Closing Gala of the Stars”, Principal Dancers perform at this Gala with a different program and the “Criticism and Culture of Ballet” Award is presented at this Gala honoring the most important national and international dance critics, on Aug. 16 / 5:00 pm at Miami-Dade County Auditorium. All Festival’s performances have different programs.

Collateral activities planned for July 25 – Aug. 16 includes a dance film series in collaboration with the New York Dance Films Association, Paris Dance Cinematheque at the Miami Hispanic Cultural Arts Center 7/27 & 28, Miami Dade College North Campus 7/ 29 & 30, and the Miami Beach O Cinema on 8/ 6; Dance Master Classes and Workshops from July 27 through August 14, Book Presentation and two Art Exhibits 7/25 through 8/16 at Miami Hispanic Cultural Art Center. Several events are free; ticket prices for performances range from \$25 to \$65.

Confirmed companies at the moment: Ballet Estable Teatro Colón (Argentina); Compañía Nacional de Danza, (Mexico); Ballet Nacional Sodre (Uruguay); Teatro San Carlo di Napoli, Lyrical Dance Company (Italy); Hungarian National Ballet (Hungary); Polish National Ballet (Poland), Slovenian National Ballet (Slovenia) Stuttgart Ballet (Germany); Ballet Nacional Dominicano (Dominican Rep); Ballet Inc, Cuban Classical Ballet of Miami, Dimensions Dance Theater of Miami, Art Ballet Theatre of Florida, Washington Ballet, Milwaukee Ballet (USA); among others. Our guest dancers and directors will be hosted at the Seacoast Suite, which have booked 50 rooms each for four nights for a total of 200 room nights in four different weekends. According to past experience, the figures may go over 200 room nights

The Festival's marketing plan, entails a variety of traditional and online media approaches; TV and Radio announcements as well as printed and on line local, national and international media, some of our media sponsors include Univision TV and Radio, Unimas, Telemundo NBC 6, Canal Sur, Diario Las Americas, The Miami Herald, New Times, among others.

With TDC support the festival will develop an aggressive marketing campaign that attracts a large number of tourists; including press releases, PSAs (local & international channels), on-air interviews, printed ads, and email blasts. The festival is also promoted in a variety of tourist publications, on line and on printed media locally and internationally.

TDC - Marketing Details

Completed - Mar 20 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 plan for the XXV International Ballet Festival of Miami entails a variety of traditional media promotions as well as innovative online/social media approaches.

Television and Radio: A Public Service Announcement (PSA) is recorded and distributed to TV, Radio stations and Cable networks. In addition to the radio spots, radio stations promote the festival with on-air-interviews, and ticket giveaways. Media Sponsors for the 2020 edition of the festival will include Univision 23, Unimas, CBS 4 (WFOR-TV), My 33 WBFS TV, CNN, America TeVe 41, Estrella TV Canal 8, Canal SUR, TV Marti and others. Radio Sponsors include; Univision Radio, Amor 107.5, WQBA 1140 AM, Radio Mambi WAQI 710 AM, Mix 98.3, WLRN, CBS, iHeart Radio and others.

Print Media: print ads will be published in different sizes during the month of July and the first two weeks in August, 2020. Ads are placed in local newspapers/magazines including: The Miami Herald, El Nuevo Herald, Diario Las Américas, New Times, Pointe, Dance Magazine Florida and others local newspapers. Distribution of Flyers (10.000), Posters (500), Brochures (5.000) and concert programs (5.000).

International Print Media: International print media will include articles prior the performances and reviews after the performances on publications such as: Dance Magazine International, Balletto 2000 (Italian, English and French), Giornale della Danza (Italy), El Pais Newspaper (Spain), Ecuador News (Mexico, Latin America, USA), others

Social Networks: Online social media include posting events on Facebook (1822) followers), Instagram (1139 Followers), videos of ballet performances on You Tube, and postings on Twitter.

Online Media/Web Presence: Ads are submitted to internet sites geared towards entertainment in the Miami-Dade and Miami Beach areas and they include: Cultureowl.com, Miamiherald.com, Diariodelasamerica.com, Newtimes.com, Elnuevoheraldo.com, lavozeatlanta.com, community newspapers, Miami Today, Lincoln Road and on our websites www.internationalballetfestival.org and miamihispanicballet.org.

Direct Mail and E-Mail Blasts: Our approach with direct mail will include posters and postcards to target groups such as: Corporations, Private Owned Business & Associations, hotels, Dance schools, Arts Programs in Universities, Local Churches, and Synagogues etc., E-mail blasts will be send using our partner organizations e-mail lists as well as our e-mail list of over 6.000 contacts and through the theaters" blasts.

By using all these media outlets Miami Hispanic Ballet will reach a wider, more demographically diverse audience and promote its programs to an ever-expanding number of people. Our new and updated website, www.internationalballetfestival.org will be the new face of MHB IBFM, providing visitors with a comprehensive look at what our Festival's programming has to offer.

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.**

Miami Hispanic Ballet media TV and Radio Sponsors for the 2020 XXV anniversary of the International Ballet Festival of Miami will include; Univision 23, Unimas, CBS 4 (WFOR-TV), My 33 WBFS TV, CNN, America TeVe 41, Estrella TV, Canal SUR, Univision Radio, Amor 107.5, WQBA 1140 AM, Radio Mambi WAQI 710 AM, Mix 98.3. The IBFM reciprocates with paid advertising and trade in ads/ logos in our programs and other printed and online publicity.

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):

2500000

3a. How was the above estimate determined?

Miami Hispanic Ballet's XXV International Ballet Festival of Miami audience reach estimate was determined by aggregating the average audience of our TV and Radio partners, in addition to the organization 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 - May 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):

6400

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	3200	15
Out of County	1800	15
Out of State	900	25
Foreign	500	45

TOTAL Projected # of Audience Attending:

6400

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)**

MHB sponsor hotel Seacoast Suites has blocked 50 rooms for 4 nights, for a total of 200 room nights in three different weekends, we arrive to this figure based on prior years. The room nights have been reserved for the guest visiting artists, choreographers, artistic directors, and the national and international press. Sea Coast Suits also gives all festival attendees accommodations at a discounted rate per night, this promotion is featured on our website with a direct link to their website

Our inquiries have noted that foreign visitors, in particular, travel with friends or family and have a propensity to extend their stays upwards of one week after the Festival, demonstrating the residual tourism benefit that the Festival provides to Miami-Dade County, even after its activities have concluded.

Last year the Festival used 298 rooms nights at the Sea Coast Suites, Mondrian South Beach, Chatebleau Hotel, Beach Park Hotel, Sagamore Hotels, Shelborne Hotel, Coral Reef Condominiums, Hyatt Hotel Downtown

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	200	
# of hotel room nights anticipated to be booked:	200	
Actual number of hotel room nights used last year:	298	

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:	200

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:	1. Sea Coast Suites 2. Mondrian Sobe 3. Chatebleau Hotel 4. Beach Park Hotel 5. Sagamore Hotels 6. Shelborne Hotel 7. Coral Reef Condos 8. Hyatt Hotel Downtwn	1. 156 2. 12 3. 28 4. 40 5. 12 6. 12 7. 30 8. 8
Year 2:	1. Sea Coast Suites 2. Beach Park Hotel 3. Mondrian South Beach 4. Sagamore Hotels 5. Shellborne	1. 240 2. 104 3. 20 4. 12 5. 12
Year 3:	1. Sea Coast Suites Changes due to Hurricane Irma	1. 69

Performance Venue Locations and District Numbers

Completed - Mar 21 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 Hispanic Cultural Arts Center
Address - venue #1	111 SW 5th 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:	40
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

Secondary Venue #2

Secondary Venue Name - #2	Lehman Theater Miami Dade College North Campus
Address - venue #2	11380 NW 27 Ave.
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33167
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	3
MUNICIPALITY CODES - venue #2	30 Unincorporated

Venue #3

Venue Name - #3	Miami Beach O Cinema
Address - venue #3	1130 Washington 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	Euclid Circle
Address - venue #4	679 Lincoln Rd
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	African Heritage Cultural Arts Center
Address - venue #5	6161 NW 22nd Ave
City - venue #5	Miami
State - venue #5	Florida
Zip Code - venue #5	33142
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	3
MUNICIPALITY CODES - venue #5	30 Unincorporated

- 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	Manuel Artime Theater
Address - venue #6	900 SW 1st Street
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	Adrienne Arsht Center for the Performing Arts
Address - venue #7	1300 Biscayne Blvd
City - venue #7	33132
State - venue #7	Florida
Zip Code - venue #7	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	5
MUNICIPALITY CODES - venue #7	01 Miami

Venue #8

Venue Name - #8	Fillmore Miami Beach Jackie Gleason Theater
Address - venue #8	1700 Washington Ave
City - venue #8	Miami Beach
State - venue #8	Florida
Zip Code - venue #8	33139
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	5
MUNICIPALITY CODES - venue #8	02 Miami Beach

Venue #9

Venue Name - #9	Miami Dade County Auditorium
Address - venue #9	2901 W Flagler St
City - venue #9	Miami
State - venue #9	Florida
Zip Code - venue #9	33135
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	5
MUNICIPALITY CODES - venue #9	01 Miami

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 Hispanic Ballet Corp.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind	
In-house/Salaried Personnel: Administration		\$24,000	\$24,000	\$20,000	
In-house/Salaried Personnel: Artistic		\$15,260	\$15,260		
In-house/Salaried Personnel: Technical/Production		\$20,000	\$20,000		
Contracted/Outside Artistic Fees/Services		\$42,000	\$42,000		
Contracted/Outside Other Fees/Services		\$23,000	\$23,000		
Marketing: ADV/PR/ Printing/Publications	\$25,000	\$25,000	\$50,000	\$40,000	
Marketing: Postage/Distribution		\$2,500	\$2,500		
Marketing: Web Design/ Support/Maintenance		\$5,000	\$5,000		
Travel: In County		\$6,500	\$6,500	\$5,000	
Travel: Out of County		\$36,304	\$36,304	\$5,000	
Equipment Rental			\$0		
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$6,500	\$6,500		
Equipment Purchase			\$0		
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0		
Space Rental			\$0		
Space Rental / for Performance, Exhibitions, Events, etc.		\$75,533	\$75,533		
Mortgage/Loan Payments			\$0		
Insurance			\$0		
Insurance / for Performance, Exhibitions, Events, etc.		\$3,500	\$3,500		
Utilities			\$0		
Fundraising/Development (Non-Personnel)			\$0		
Merchandise/Concessions/Gift Shops			\$0		
Supplies/Materials		\$5,652	\$5,652		
Other Expenses (Itemize Below)					
Photo & Video		\$2,500	\$2,500		
			\$0		
			\$0		
			\$0		
			\$0		
SUBTOTALS:	\$25,000	\$293,249	\$318,249	\$70,000	
TOTAL EXPENSES (Cash plus In-Kind)	\$388,249				
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)		\$44,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		Miami Hispanic Ballet Corp.	
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$60,000		19%
Memberships	\$15,000		5%
Tuitions/Enrollment Fees	\$25,000		8%
Contracted Services: Outside Programs/Performances			0%
Contracted Services: Special Exhibition Fees			0%
Contracted Services Other			0%
Rental Income			0%
Corporate Support	\$45,000	\$50,000	14%
Foundation Support			0%
Private/Individual Support	\$35,000	\$20,000	11%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
State of Florida General Prog. Support	\$13,807		4%
			0%
			0%
Government Grants: Local (Itemize below)			
Miami Beach Cultural Presenters	\$14,442		5%
			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%
Fest Grant	\$85,000		27%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$293,249	\$70,000	8%
GRANT REQUESTED	\$25,000		
CASH REVENUES + GRANT REQUESTED	\$318,249		
TOTAL REVENUES (Cash plus In-Kind)	\$388,249	TOTAL IN-KIND %	22%

Application: The Opera Atelier, Inc.

Jacqueline Solorzano - jacqueline@theoperaatelier.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000290

Last submitted: May 15 2020 09:44 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 2,500

Organization Name:

The Opera Atelier, Inc.

Project Title:

Embraces: Opera, Ballet and Dance Rendezvous

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

September 6, 13, 20, 26, 27, 2020

Primary Event Location:

Colony Theatre

County Commission District - Primary Event Location:

5

Secondary Event Location:

Urban Studios

County Commission District - Secondary Event Location:

5

Project Synopsis:

Grant funds are requested to support Embraces, Rendezvous with the Arts, a series of multidisciplinary performances presented by The Opera Atelier, in collaboration with Arts Ballet Theatre of Florida, and Provisional Dance (Spain). Programs will take place September 6-27, 2020 in Miami Beach venues, including the Colony, with activations at local hotels. The project will feature international artists Carmen Werner, Leyson Ponce, and Erzhan Kulibaev, as well as a cast of local artists.

Previous TDC Funding:

\$2,500 (18-19); \$2,500 (17-18); \$2,500 (16-17); \$2,500 (15-16)

Other Government Funding:

State of Florida Specific Cultural Project - \$8,000

Miami Beach CAC - \$10,080

Hannibal Cox, Jr. - \$8,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 18 2020

TDC Grant Program

Organization Name:

The Opera Atelier, Inc.

1. State the organization's mission

To contribute to a better society by furthering opera through performance and education, while strengthening the image of Miami Dade as a leading cultural destination by engaging residents and tourists in quality, transformative cultural experiences.

The Opera Atelier actively pursues this mission by:

- presenting compelling productions of high aesthetic value that appeal to the mind and the heart
- contributing to the positive development of underserved youth through in-depth sequential education and participation in performances
- providing a creative platform where artists at different stages of their careers collaborate, young artists hone their craft in a nurturing environment, and where audience and artists inspire each other
- fostering inclusion by eliminating casting barriers of age, body type or disability
- making art accessible to people challenged by mobility issues, by bringing programs to senior residences, for example
- promoting tourism by presenting programs that highlight Miami Dade unique places and attractions
- validating art as everyone's right, including the amateurs, the beginners and the curious
- providing meaningful alternatives to some empty products promoted by the entertainment industry
- widening the audience for classical music through increased access to programming and affordable tickets
- promoting quality international exchange
- engaging in collaborations with other organizations across different artistic disciplines

2. Provide an organization history

The Opera Atelier (TOA) originated in New York City out of the desire to provide a kinder way for recent graduates to move into the often disconcerting world of opera. Merging the requirements of the art and

business of opera, the founders put their experience at the service of artists who were beginning or redeploying their careers. The support provided included intensive opera role and audition preparation, emotional support, public relations, and artist management services. Opportunities to participate in TOA productions- including Tosca, Aida and L'elisir d'amore, besides numerous recitals and scenes programs- or procured elsewhere by its management services, gave artists the chance to use their newly honed skills. Thanks to TOA, dozens of artists renewed their career pursuits, as debuts and contracts were obtained for them in leading opera houses on both sides of the Atlantic, and as artists entered quality young artist programs.

Since its incorporation in Florida in 2011, TOA has been presenting original productions of opera in South Florida, as well as innovative programs infusing this art form with dance, ballet, visual arts, and fashion. In the process, TOA has collaborated with local organizations, as well as local, national, and international artists. South Florida presentations have included Aventura Arts & Cultural Center, South Miami Dade Cultural Arts Center, Roca Theater, Steinway Piano Gallery, and Broward Center for the Performing Arts. Besides producing quality performances for the community, the organization, in the spirit of a Renaissance atelier, provides a creative platform where artists at different stages of their careers collaborate, young artists hone their craft in a nurturing environment, and where audience and artists inspire each other.

Works produced have included Don Pasquale, La Bohème, Lucia di Lammermoor, and Le Nozze di Figaro. The Great Opera Moments has proven a favorite format, through varied programs of anthological scenes from operas, designed to whet the appetite of the general audience and to attract new audiences. Established performers, such as Met sopranos Sandra Lopez and April Evans, next to excellent local singers have been featured, as well as choreographer Leyson Ponce, and laurate virtuoso Erzhan Kulibaev. Meaningful collaborations have included Arts Ballet Theatre of Florida, Steinway Piano Gallery, Barry University, Allegro Music, Amazonia Vocal Ensemble, and the Downtown Miami Charter School.

In alignment with its mission, The Opera Atelier has brought opera and music education to public and private schools, senior and community centers through residencies, concerts, and workshops. TOA educational programs include the Classical Musical Program, and the MOZ-Art Program, an intensive summer program for children 9-17 with instruction in the art of the musical, the opera, and the zarzuela. In addition to its regular educational outreach programs, during the 2017-2018 season TOA launched Close Encounters with Music: Creating through Sound, a program to teach music composition to elementary school children. Both programs received the support of the Miami Dade Department of Cultural Affairs. Additional residencies and afterschool programs have included a successful music initiation program at the Downtown Miami Charter School and an introduction to opera for children at

SMDCAC, as well as community concerts for Mental Health organizations, such as Morning Star and 1st. JPA. Outreach activities extend to senior residences and nursing facilities, such as Vista Alegre and Brisas del Mar in Little Havana. To make cultural programming more accessible to Little Havana residents, The Opera Atelier has recently rededicated an additional space as an intimate contemporary performance hall/gallery on Eight Street for concerts, lectures, workshops, and exhibits. This venue, the Sala Santa Cecilia, is being equipped for live streaming. As part of its series Culture for the Mind and the Heart, The Opera Atelier cultivates the art of the salon by presenting small format soirees, including a historical reenactment of famous events in music history. A memorable event in that vein was A Night in Paris, a recreation of a Parisian musical evening after a script created by The Opera Atelier, based on historical sources. The performance incorporated musical selections of the age of Belcanto and literary selections in the original languages with characters brought to life by local artists in period dress.

The Opera Atelier is thankful for the support received from the Miami Dade Department of Cultural Affairs, the State of Florida, the City of Miami, the City of Coral Gables, the City of Miami Beach, Aventura Arts & Cultural Center, Broward Center for the Performing Arts, Downtown Miami Development Authority, as well as private foundations and individual donors, whose contributions have enabled The Opera Atelier to continue its mission in performance and education.

3. Website:

www.theoperaatelier.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:	1
c. TOTAL PAID EMPLOYEES:	2
d. Number of volunteers:	5
e. TOTAL STAFF (total paid + number of volunteers):	7

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:

Embraces: Rendezvous with the Arts

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 Embraces, Rendezvous with the Arts, a series of multidisciplinary performances presented by The Opera Atelier, in collaboration with Arts Ballet Theatre of Florida, and Provisional Dance (Spain). Programs will take place September 6-27, 2020 in Miami Beach venues, including the Colony, with activations at local hotels. The project will feature international artists Carmen Werner, Leyson Ponce, and Erzhan Kulibaev, as well as a cast of local artists.

10a. Actual Project Start Date:

Sep 6 2020

10b. Actual Project End Date:

Sep 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).

September 6, 13, 20, 26, 27, 2020

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

No

11. Total Project Expenses:

\$ 88650

12. Total Project Revenues:

\$ 88650

13. Total Organization Operating Budget:

\$ 197913

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.

TOA has participated in the Culture Schock Program for the past two seasons and will continue to participate.

**TOA donated 30 tickets in 2028 for performances of a cultural series entitled Embraces
5 discounts were granted.**

**In 2019 TOA donated 30 tickets to the program for performances of The not so Little Prince.
12 discounts were granted.**

All performances of this series will be included in the Culture Shock program.

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.

TOA has participated in the Cultural Affairs' Golden Ticket Program for the 2017-18 and for the 2019-20 season.

This season, out of 15 reservations made, 9 tickets were redeemed for an event entitled Jewels of Zarzuela.

The Opera Atelier is committed to including all our upcoming performances 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):	0
# of Children (Ages 6-12):	15
# of Youth (Ages 13-17):	85
# of Young Adults (Ages 18-22):	60
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	160

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:	980
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

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):	17
# of Young Adults with Disabilities (Ages 18-22):	8
# of Adults with Disabilities (Ages 23 and above):	160

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 - Marketing Details

Completed - May 14 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 efforts will be led by Ed King of Artserve, a savvy professional in the promotion of

performing arts organizations. The marketing plan includes different media modalities, such as TV, internet, radio, as well as online and social media.

Radio stations will include Radio Caracol, Actualidad 1040, Despierta Radio, and Miami Online Radio. TV includes Univision, and America Teve 41. A PR and consulting firm, EV Clay, will be arranging for press editorial coverage in printed and online media.

Printed ads will be included in The Miami Herald, New Times, and Diario Las Americas. Besides, TOA will place ads at subscription sites such as Culture Owl, Social Miami, Miami Art Guide, and the Arts & Business Council. A page of the event will be included on our website and FB page. The Opera Atelier Mailchimp database emails will invite to the event regularly, featuring video links, surveys, and forms of two-way communications with the audience.

TOA will distribute 5000 flyers through Miami Dade and Broward and one hundred posters in businesses in restaurants throughout Miami. In Miami Beach, banners will be placed. Posters will be on display at the Colony Theater and surrounding areas in Lincoln Road one week before the start of the series.

Arts Ballet Theatre of Florida, Orchestra Miami, Saint Martha Concert Series, and Barry University, with which we exchange cross-promotion, will support the marketing efforts. The Venezuelan Chamber of Commerce, Florida Opera Prima, Voices of Miami, and other community organizations will help to distribute the information through their websites and email distribution systems. TOA is reaching out to other cultural organizations as well as consulates to ask help with the promotional efforts.

TOA's partners such as the City of Miami Beach, Greater Miami Convention and Visitors Bureau, the Coral Gables, and Miami Beach Chambers of Commerce will help amplify promotion through their channels. The opening of the season, Arts Launch, in early September, will serve as a promotional opportunity, since The Opera Atelier will be present and distributing materials to the audience, with a reaching potential of 8,000 (2018 figure).

Trip Advisor, Visit Florida, and other tourist websites will help spread the message to tourists. Local hotels and restaurants will help distribute materials. 2000 rave cards will be distributed specifically to target tourists in hotels in Miami Beach, Downtown, Coral Gables, and Greater Miami.

Paid radio spots will be included through WLRN and TV placement through PBS. TOA's PR firm will procure additional TV and radio coverage, as well as print.

TOA is in conversations with two Miami Beach restaurants to offer promotional packages including dinner and a performance. Collaborations will be established with a Miami Beach hotel (in process) to offer discounted rates for guests of TOA series Embraces, to promote extra nights. The hotel will help, in turn, promoting to its guests.

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.*

TOA has at this time two confirmed sponsor radio stations for this performance: Miami Online Radio (Miami Media Network). Univision TV will help with promotion, as they have done in the past for other events of the Opera Atelier.

Two other radio stations have promised to help: Radio Caracol and Radio Marti.

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):

10200

3a. How was the above estimate determined?

This is an estimate based on other of our TV spots, radio advertised events, our website, Facebook, YouTube channel traffic, and our experience in marketing efforts with comparable events. This number also takes into account the reach of the combined audience for Arts Ballet Theatre of Florida, Venezuelan Chamber of Commerce, and some of the media partners.

TDC - Tourism Impact Projections

Completed - May 14 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):

1140

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	900	50
Out of County	150	6
Out of State	90	1
Foreign	23	3

TOTAL Projected # of Audience Attending:

1163

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)**

Overnight lodging will be promoted to visitors attending the events directly by video presented before the beginning of each show where the equipment permits, such as the Colony Theater. For other performances, hotel sponsors will be announced. The printed program will contain ads for hotel sponsors and discount codes. In addition, information for nearby hotels and attractions will be included in the brochures announcing the program prior to the performance. Brightline/Virgin will be promoted as transportation. Brochures of South Florida attractions will be given out with programs prior and on the day of the event. Ads for tours and restaurants as well as parks will be highlighted and promoted through our website, social media channels and those of partner organizations. Miami Beach specific attractions and hotels will be highlighted.

Up to now, we have one hotel, the Courtyard Marriot in Coral Gables, which is convenient for our rehearsal location. A total of fifteen nights are on hold. Conversations with two Miami Beach hotels are taking place for additional nights during the period of performances. Nights are determined for 3 foreign artists for a period of 5 nights each.

In 2019 we used 14 hotel nights. This year we expect the number to go to 18 or 20 nights, as generated by the foreign artists participating in the performances. We expect other out of county artists to stay overnight occasionally. Performances will generate some extra lodging from the audience.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	5	
# of hotel room nights anticipated to be booked:	18	
Actual number of hotel room nights used last year:	15	

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:	15
Courtesy Room Blocks:	1

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:	Coutyard Marriot	14
Year 2:	River Park Hotel and Suites, Regency Hotel, Langford	River Park Hotel and Suites (2) Hyatt Regency Hotel (3) Langford (5)
Year 3:	Hyatt Regency, River Park Hotel and Suites, Langford	Hyatt Regency (3) River Park Hotel and Suites (1) Langford (3)

Performance Venue Locations and District Numbers

Completed - Apr 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	Colony Theatre
Address - venue #1	1040 Lincoln Rd,
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:	100

Secondary Venue #2

Secondary Venue Name - #2	Urban Studios
Address - venue #2	420 Lincoln Road
City - venue #2	Miami Beach
State - venue #2	Florida
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	(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:	5
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	37
STATE HOUSE (LOWER) DISTRICT NUMBER:	112

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	The Opera Atelier, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$8,000	\$8,000	\$1,000
In-house/Salaried Personnel: Artistic		\$4,000	\$4,000	\$1,000
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$21,700	\$21,700	\$10,000
Contracted/Outside Other Fees/Services		\$4,850	\$4,850	
Marketing: ADV/PR/ Printing/Publications	\$10,000	\$2,000	\$12,000	
Marketing: Postage/Distribution		\$1,500	\$1,500	
Marketing: Web Design/ Support/Maintenance	\$1,000		\$1,000	
Travel: In County		\$1,500	\$1,500	
Travel: Out of County		\$500	\$500	\$1,230
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$1,500	\$1,500	\$2,000
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	\$500
Space Rental / for Performance, Exhibitions, Events, etc.	\$4,000	\$5,370	\$9,370	\$2,000
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$1,000	\$1,000	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$1,000	\$1,000	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$3,000	\$3,000	
Other Expenses (Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$55,920	\$70,920	\$17,730
TOTAL EXPENSES (Cash plus In-Kind)	\$88,650			
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)		\$9,500	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		The Opera Atelier, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES	
Admissions	\$14,300			20%
Memberships				0%
Tuitions/Enrollment Fees	\$1,000			1%
Contracted Services: Outside Programs/Performances	\$1,500			2%
Contracted Services: Special Exhibition Fees				0%
Contracted Services Other				0%
Rental Income				0%
Corporate Support	\$5,000	\$6,500		7%
Foundation Support	\$3,000			4%
Private/Individual Support	\$3,600	\$11,230		5%
Other Private Support: Special Event Proceeds				0%
Government Grants: Federal (Itemize below)				
				0%
				0%
				0%
Government Grants: State (Itemize below)				
Specific Cultural Project (Portion)	\$8,000			11%
				0%
				0%
Government Grants: Local (Itemize below)				
Miami Beach Cultural Council Grant	\$10,080			14%
				0%
				0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)				
				0%
Merchandise/Concessions/Gift Shop Revenues				0%
Investment Income (Endowment)	\$200			0%
Interest and Dividends				0%
Cash on Hand	\$1,240			2%
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. Grant (Portion)	\$8,000		11%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$55,920	\$17,730	21%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$70,920		
TOTAL REVENUES (Cash plus In-Kind)	\$88,650	TOTAL IN-KIND %	25%

Application: Orange Blossom Football Classic Association, Inc.

Kendra Bulluck - kbulluck@orangeblossomclassic.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000296

Last submitted: May 14 2020 10:34 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

25000.00

Staff Recommendation:

\$ 20,000

Organization Name:

Orange Blossom Football Classic Association, Inc.

Project Title:

Orange Blossom Classic

Project Type / Category:

Sport

Funding Category:

First Time

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

September 3, 4, 5, 6, 2020

Primary Event Location:

Hard Rock Stadium

County Commission District - Primary Event Location:

1

Secondary Event Location:

Betty T. Ferguson Community Center

County Commission District - Secondary Event Location:

1

Project Synopsis:

Funds are requested for the marketing of the revival of the Orange Blossom Classic Football game weekend (OBC). The OBC will take place September 6, 2020 featuring Florida A & M University (Tallahassee, FL) and Albany State University (Albany, Georgia) on September 6th at Hard Rock Stadium. September 3-5 will consist of ancillary events. The marketing campaign will consist of local, regional and national media partners to help generate out of state tourism from alumni and sports enthusiast.

Previous TDC Funding:

N/A

Other Government Funding:

Florida sports Foundation - \$75,000
Miami-Dade County - \$1,000,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

TDC Grant Program

Organization Name:

Orange Blossom Football Classic Association, Inc.

1. State the organization's mission

Orange Blossom Football Classic Association, Inc. mission is to increase the community's awareness of HBCU's through the promotion of events highlighting the spirit and pride of HBCU's, while benefiting the educational pursuits of the youth at institutions of higher learning through scholarships.

2. Provide an organization history

The Orange Blossom Football Classic Association, Inc is a 501c3 organization that was formed one year ago to carry out the mission of producing and promoting events in South Florida. The events will bring awareness to the relevance of historically black universities and pay tribute to their contribution to the success of notable alumni. The proceeds from the events will be used to provide scholarships to high school seniors attending HBCU's. The organization's signature event is the Orange Blossom Classic Football game featuring Florida A & M University at Hard Rock Stadium. The return of this event pays tribute to the original, historical Orange Blossom Classic held in Miami at the Orange Bowl Stadium from 1933-1978 in Miami, Florida. While the organization has only been established one year, specifically for the purpose of producing this event and ancillary events, the Executive Director, board members, staff and contracted personnel have many years of experience in producing and marketing these type of sports and community events. Along with having staff with many years of experience in business development and non-profit management, the organization staff currently manages grant and donor funds of approximately \$1,000,000.00. The Executive Director manages several event properties and provides ongoing services to youth and families throughout South Florida.

3. Website:

www.orangeblossomclassic.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:	1
c. TOTAL PAID EMPLOYEES:	3
d. Number of volunteers:	3
e. TOTAL STAFF (total paid + number of volunteers):	6

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 C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000.00

9. Project Title:

Orange Blossom Football Classic

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

Funds are requested for the marketing of the revival of the Orange Blossom Classic Football game weekend (OBC). The OBC will take place September 6, 2020 featuring Florida A & M University (Tallahassee, FL) and Albany State University (Albany, Georgia) on September 6th at Hard Rock Stadium. September 3-5 will consist of ancillary events. The marketing campaign will consist of local, regional and national media partners to help generate out of state tourism from alumni and sports enthusiast.

10a. Actual Project Start Date:

Sep 3 2020

10b. Actual Project End Date:

Sep 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).

September 3, 4, 5, 6, 2020

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

No

11. Total Project Expenses:

\$ 1,600,000

12. Total Project Revenues:

\$ 1,600,000

13. Total Organization Operating Budget:

\$ 1,600,000

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?

No

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

We are not familiar with the program. Would like more information.

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 are not familiar with the program. Would like more information.

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):	500
# of Youth (Ages 13-17):	1000
# of Young Adults (Ages 18-22):	3500
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	5000

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:	15000
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	500

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

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

20500

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):	50
# 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 - May 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.

The Orange Blossom Classic is a collegiate football game featuring Florida A&M University (Tallahassee, FL) and Albany State University (Albany, Georgia) at Hard Rock Stadium. The football game will take place on Sunday, September 6, 2020. There will be a series of events in Miami-Dade County leading up to the big game beginning on Thursday, September 3 and culminating on Sunday, September 6 at Hard Rock. The series of events include a Community empowerment festival, at Betty T. Ferguson Center in Miami Gardens, FL, a Battle of the Bands featuring both University's bands and local high school bands at Traz Powell Stadium, along with our scholarship fundraising luncheon at Don Shulas Hotel. Celebrity ambassadors for the weekend include Common (author, hip hop artist and philanthropist) and Jo Marie Payton (actress and philanthropist). These events will showcase the musical and artistic talent of the marching bands, cheerleaders and dancers, highlight the athleticism of college athletes, and feature the culture of Greek sororities and fraternities, and the College campus royal courts of campus life. With two football teams located in Tallahassee, FL and Albany, Georgia, playing in the host county of Miami-Dade, on Labor Day weekend (a peak travel weekend), this event will be a tourist attraction for college students, sports fans, and alumni throughout the state of Florida and the state of Georgia. Combined, the two participating Universities, average approximately 22,000 spectators at their sporting events. We anticipate a minimum of 20,000 individuals attending this event with 60% of those individuals being from

Central and North Florida, Atlanta and Albany Georgia. Current room blocks total 2,250, with a total anticipated block of 24,000 room nights. Hotel partners are Don Shula's hotel (1170 room nights), Courtyard Aventura (360 room nights blocked), Residence Inn Aventura (360 room nights blocked), AC Aventura (180 room nights blocked), The Shore Club Miami Beach (180 room nights blocked). Tickets are reasonably priced between \$25-\$100.00, with group ticket discounts available for the game and supporting events. Tickets are sold through the secured Ticketmaster outlet via the stadium account. This enables us to obtain daily ticket inventory reports, and analytics on google search locations, number of "clicks" and where links to Ticketmaster are derived from. Additionally, our website and Orange Blossom Classic phone App captures analytics which provides information on location of website visitors and app downloads. This provides information on ticket purchasers and where to concentrate our marketing efforts. Our current marketing efforts include a local, regional and national approach focused on an engaging and informative social media strategy; radio advertisement for the 35-under audience and 36-over audience in all target markets in Florida and Georgia; a billboard campaign throughout Florida and Georgia; national TV advertisements with Aspire TV, BET, and TV One to reach audiences nationally. With these media partners and this marketing campaign, we will attract the audience who celebrates African-American HBCU arts, music and sports culture, helping to generate tourism to the state. The message of celebrating culture and generating scholarships for our youth will attract press across community newspapers and other social awareness platforms. Additionally, the football game will be streamed via ESPN, a national sports network. With this marketing campaign, we anticipate a minimum of 20,000 spectators with 60% (12,000) tourists requiring hotel rooms. Additionally, each football team, band, cheer, dance and school's staff will require a three- night hotel stay. We have secured five hotel partners in Miami-Dade County to accommodate the tourists and teams. With this event taking place Labor Day weekend, a peak travel time, the hotels have provided room blocks, special rates and early bird specials to attract visitors. Our hotel partners are listed on our website and links are promoted on our app and social media platforms. Although the game is September 6, the ancillary events will begin on September 3rd. Room blocks have been reserved for September 3-September 7. There are 500 blocks with this number increasing as we monitor rooms being filled. Our marketing strategy (social media sponsored ads, radio ads, billboards, etc.) is currently running. With assistance from the TDC, we will be able to offer an even more robust media buy and public relations strategy to increase attendance and ticket purchases.

TDC - Marketing Details

Completed - May 14 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 Orange Blossom Classic's Marketing strategy is an aggressive one targeting sports enthusiasts and historically black University supporters and alumni. The primary target is African American adults 21 - 55 years old seeking opportunities to make connections and socialize at unique cultural events and the secondary target are youth and adults 12 - 70 seeking multi generation fun with friends, family and alumni in a family-friendly environment. Our marketing campaign delivers the following:

- OBC Bridges the history of HBCUs, the OBC and the Miami Gardens community to current students, active alums, future students, and targeted Miami communities.
- OBC Impacts the community and youth exponentially.
- OBC Generates resources that support education, engagement and empowerment.

The Positioning Statement - The Orange Blossom Classic is the football experience that celebrates history while educating, empowering and bringing together a large spectrum of influencers to uniquely impact youth and the community with locally relevant programs.

Tagline - Impacting One Big Community

Name - Orange Blossom Classic: Impacting One Big Community

This messaging is being achieved through digital marketing (Social media, website, event app, text, and email campaigns), television, radio advertisement, print media, and outdoor media (billboards, street banners). Our marketing strategy began on January 1 and runs through Sept. 6. It includes local, regional, and national efforts. Radio partners are iHeart, Cox Radio, Cumulus, Hubbard, Entercom and Radio One. Radio ads will run in Miami, Palm Beach County, Tallahassee, FL, Albany and Atlanta, Ga, and nationally on the Rickey Smiley Morning Show. Billboard campaigns are running in those same markets plus Orlando and Tampa. The messaging gives a call to action for ticket purchase and notes hotel partner packages, with radio fly away campaigns. Social media ads and live website promotion features ticket and game information, blog posts, interviews, and topics related to the Universities, OBC history and video messages from celebrity ambassadors. Print ads will run in local print newspapers and digital publications who target the HBCU and sports enthusiasts. Celebrity deejays are hosting virtual parties on social media channels encouraging people to be a part of the OBC weekend. Email blasts and text campaigns are running monthly to individuals who sign up their email address via our website and event

app. Beginning May 1, our national television ads and social media partners will be activated. This includes Aspire TV, BET, and TV One with commercials and a live national TV One segment for our executive director to promote game travel nationally. Local and regional TV ads include WSVN 7 FOX and regionally in Albany Ga and Tallahassee, FL. Social media partners include the NFL operations social media channels, and TV One social media channels.

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 game day media sponsor is ESPN 3. As a streaming sponsor, ESPN has the largest spots broadcast network of any other broadcaster, providing exposure to our event and giving the message of their commitment to HBCU's. Television media sponsors also include Aspire TV, along with radio sponsors, iheart Media, V-103 and Cox media community spotlight (added value sponsorship), NFL Operations is our official social media sponsor, along with HBCU Gameday (digital and social media sponsor). As a television sponsor, Aspire TV will air Orange Blossom Classic produced :30 second television ads on Aspire TV network as well as on Aspire TV social media and digital platforms. Aspire TV will also feature a post event spotlight-"The Road to the Revival finale," and a weekly sponsored lifestyle segment airing for four weeks leading up to the weekend event. V-103 Atlanta, iheart media and Hot 105 will run a sponsored community spotlight on their local radio station, and banner ads on their streaming platforms. Iheart will sponsor a co-branded black music month segment in June to allow the OBC brand message to be integrated into themed programming. Digital banners are also running on HBCU Gameday's digital platform weekly, reaching over 200,000 HBCU fans.

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):

300000

3a. How was the above estimate determined?

We anticipate reaching a minimum of 300,000 individuals based on the chosen outlets for our marketing strategy and the fan base and audience of the brand ambassadors for the Orange Blossom Classic. With a local, regional and national strategy we have positioned ourselves to have content airing on the top platforms for our target audience. Our radio partnerships include on-air and digital promotions with the top urban adult and urban contemporary markets in our target markets. The lowest rating in each market for subscribing stations was 10.2 in 2019. iheart and Cox media (radio) have an audience of 2.7 million and 3.8 million respectively, each month. Our billboard and banner campaign are strategically placed in the high traffic areas in each market. The Orange Blossom Classic's social media and website traffic from January through March have indicated over 4000 visits during our soft launch. April through September, with increased ads and blog posts, this number is on pace to triple. Our national television partners (BET, AspireTV, and TV One) are all in the top 150 most watched networks according to Nielsen. Additionally, BET and TV One have a combined viewership of 88,000,000 African-Americans. Our digital partners HBCU Buzz has 206,000 HBCU focused followers, with HBCU Pride and HBCU Digest, having 153,000 and 75,000 social media followers respectively. Our brand ambassadors (Common-FAMU alumnus and Jo Marie Payton-ASU alumnus) have 12 million combined followers. Our brand ambassadors and social media digital partners will share our social media content across their platforms. Last, but not least, ESPN, our game streaming partner, reaches 800,000 individuals.

TDC - Tourism Impact Projections

Completed - Apr 4 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):

20000

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

500

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	5000	25
Out of County	3000	25
Out of State	12000	450
Foreign		

TOTAL Projected # of Audience Attending:

20000

TOTAL Projected # Performing/Instructing:

500

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 for fan hotels are being promoted on our website with booking links, on our social media channels, and early bird specials advertised on radio spots. Participating hotels are: Shulas Hotel (390-official OBC weekend hotel), Courtyard Miami Lakes (120-Team Hotel) Courtyard Residence Inn (120-Band hotel), AC Aventura (60-Fan hotel) Shore Club (60-Fan hotel). These nights were determined by the number of participating football players, cheerleaders, band members and travel staff for each University. Fan hotel room nights were determined by the weekend events and itinerary and our soft marketing launch. The number of rooms will be increased as the current block is filled.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	750	
# of hotel room nights anticipated to be booked:	24000	
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:	730
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:	Organization not established yet	Organization not established yet
Year 2:	Organization not established yet	Organization not established yet
Year 3:	Organization not established yet	Organization not established yet

Performance Venue Locations and District Numbers

Completed - Apr 4 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	Hard Rock Stadium
Address - venue #1	347 Don Shula Drive
City - venue #1	Miami Gardens
State - venue #1	Florida
Zip Code - venue #1	33056
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	1
MUNICIPALITY CODE:	34 Miami Gardens
STATE SENATE (UPPER) DISTRICT NUMBER:	35
STATE HOUSE (LOWER) DISTRICT NUMBER:	107

Secondary Venue #2

Secondary Venue Name - #2	Betty T. Ferguson Community Center
Address - venue #2	3000 NW 199 Street
City - venue #2	Miami Gardens
State - venue #2	Florida
Zip Code - venue #2	33055
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	1
MUNICIPALITY CODES - venue #2	34 Miami Gardens

Venue #3

Venue Name - #3	Don Shulas Hotel
Address - venue #3	6842 Miami Lakes Drive
City - venue #3	(No response)
State - venue #3	Florida
Zip Code - venue #3	33015
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	1
MUNICIPALITY CODES - venue #3	32 Miami Lakes

Venue #4

Venue Name - #4	N/A
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	N/A
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	N/A
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	N/A
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	N/A
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	N/A
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	N/A
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:	1
MUNICIPALITY CODE:	32 Miami Lakes
STATE SENATE (UPPER) DISTRICT NUMBER:	35
STATE HOUSE (LOWER) DISTRICT NUMBER:	107

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		ORANGE BLOSSOM FOOTBALL CLASSIC ASSOCIATION, INC		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$50,000	\$50,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$52,000	\$52,000	
Contracted/Outside Artistic Fees/Services			\$0	
Contracted/Outside Other Fees/Services		\$100,000	\$100,000	
Marketing: ADV/PR/ Printing/Publications	\$25,000	\$275,000	\$300,000	
Marketing: Postage/Distribution		\$1,000	\$1,000	
Marketing: Web Design/ Support/Maintenance		\$10,000	\$10,000	
Travel: In County		\$1,500	\$1,500	
Travel: Out of County		\$54,000	\$54,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0	
Equipment Purchase		\$5,000	\$5,000	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental		\$425,000	\$425,000	
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance		\$10,000	\$10,000	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities		\$1,500	\$1,500	
Fundraising/Development (Non-Personnel)		\$40,000	\$40,000	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
University Football Team Guarantees		\$525,000	\$525,000	
Team Meals		\$25,000	\$25,000	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$1,575,000	\$1,600,000	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$1,600,000			
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)		\$491,500	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		ORANGE BLOSSOM FOOTBALL CLASSIC ASSOCIATION, INC	
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$350,000		22%
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	\$150,000		9%
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 Sports Foundation	\$75,000		5%
			0%
			0%
Government Grants: Local (Itemize below)			
Miami-Dade County	\$1,000,000		63%
			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	\$1,575,000	\$0	2%
GRANT REQUESTED	\$25,000		
CASH REVENUES + GRANT REQUESTED	\$1,600,000		
TOTAL REVENUES (Cash plus In-Kind)	\$1,600,000	TOTAL IN-KIND %	0%

Application: Siempre Flamenco, Inc.

Celia Fonta - fontacelia@gmail.com

TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000292

Last submitted: May 15 2020 11:22 AM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

10000

Staff Recommendation:

\$ 6,000

Organization Name:

Siempre Flamenco, Inc.

Project Title:

15th annual Festival of Flamenco Song in Miami

Project Type / Category:

Special Events / Promotions

Funding Category:

Ongoing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

September 4, 5, 6 2020

Primary Event Location:

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:

Grant funds are requested to support technical and production costs of the 15th annual Festival of Flamenco Song in Miami. The festival will present 4 concerts at the Adrienne Arsht Carnival Studio Theater Sep 4-6 2020, featuring five guest artists from Spain.

Previous TDC Funding:

\$14,000 (18-19); \$16,000 (17-18); \$20,000 (16-17); \$20,000 (15-16); {End of cycle - \$9,000 (14-15)}; \$10,500 (13-14); \$17,000 (12-13); \$13,500 (11-12); \$15,000 (10-11)

Other Government Funding:

Hannibal Cox, Jr. - \$15,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 14 2020

TDC Grant Program

Organization Name:

Siempre Flamenco, Inc.

1. State the organization's mission

Our mission is to preserve and promote awareness of flamenco music and dance. Siempre Flamenco is dedicated to both the growth and exploration of traditional flamenco in a contemporary context, as well as to educating and inspiring communities about the beauty and depth of flamenco. We aspire to keep traditional flamenco music and dance alive, and to pass this tradition down to future generations.

2. Provide an organization history

Siempre Flamenco, Inc was founded in 2002 by Celia and Paco Fonta as a not-for-profit corporation with the purpose of promoting awareness and preservation of the art and traditions of Flamenco. Celia Fonta is a master of traditional flamenco music and dance who first began her studies of flamenco guitar in her home town of Chicago. Paco is a master of flamenco guitar and "cante jondo," or pure song flamenco. Born in a small town in Andalusia, the birthplace of all flamenco music, Paco learned flamenco singing and guitar from the town's traditional musicians. After touring the United States with the Boston Flamenco Ballet, they later settled in Miami. With over twenty years of experience behind them they decided to establish this organization dedicated to an extraordinary art and tradition.

Siempre Flamenco's major artistic achievement is its annual festival of flamenco song. Now in its fifteenth year, this festival helps preserve, maintain, and pass down to future generations the art of flamenco song. Flamenco song is the lifeblood of flamenco. With each passing year, the festival is growing and gaining international recognition. The festival features four concerts with major singers, guitarists, and dancers in the flamenco world, and it offers various educational programs, including lectures and workshops.

Another notable event of traditional flamenco is our series at the South Miami Dade Cultural Arts Center where we have been presenting pure flamenco for the past eight years. More recently was our collaboration with The Rhythm Foundation, programming Summer Dance Band Nights at the North beach band shell, in 2017. This series offered free dance classes and free performances during the month of August. We plan on continuing this series for the coming season.

Siempre Flamenco is also committed to exploring untapped connections between flamenco and other cultures. Flamenco itself is inherently multicultural, as it developed from the Jewish, Moorish, Gypsy, and Spanish cultures that flourished during the 15th century in the south of Spain. In its cross cultural presentations, Siempre Flamenco honors these origins while exploring a dialogue with distinct cultural narratives. Siempre Flamenco has collaborated with the Association of Performing Arts of India, with the Middle Eastern group Harmonic Motion, and with Iroko, an Afro-Cuban dance company. Other explorations include Beats & Compas, a show blending hip-hop and flamenco, and FlamenJazzJam, a show blending flamenco and jazz. Our most enduring program has been Flamenco Sephardit in collaboration with Maestro Jeff Eckstein and Temple Emanu-El, now entering its eighth season.

Siempre Flamenco's performances have been presented throughout all of Miami-Dade county including notable venues; the South Miami Dade Cultural Arts Center in Cutler Ridge, The Manuel Artime theater in Miami, The Adrienne Arsht Center Carnival theater in Miami, The Colony and Byron Carlyle Theaters in Miami Beach, Temple Emanu-El in Miami Beach, The Deauville Beach Jazz Club in Miami Beach, the Miami-Dade Public Library, and Pinecrest Gardens Band Shell in Pine Crest.

Siempre Flamenco also actively educates. We give lecture/demonstrations in diverse venues, including the public school system, in senior living communities, and most recently, with the Roads Scholars programs for seniors. Siempre Flamenco enriches Florida's cultural community by promoting and preserving the art and tradition of flamenco.

3. Website:

www.siempreflamenco.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:	1
b. Part-time employees:	1
c. TOTAL PAID EMPLOYEES:	2
d. Number of volunteers:	12
e. TOTAL STAFF (total paid + number of volunteers):	14

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

8a. Grant Amount Requested:

\$ 10000

9. Project Title:

15th annual Festival of Flamenco Song in Miami

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 technical and production costs of the 15th annual Festival of Flamenco Song in Miami. The festival will present 4 concerts at the Adrienne Arsht Carnival Studio Theater Sep 4-6 2020, featuring five guest artists from Spain.

10a. Actual Project Start Date:

Sep 4 2020

10b. Actual Project End Date:

Sep 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).

September 4, 5, 6 2020

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

Yes

11. Total Project Expenses:

\$ 72,000

12. Total Project Revenues:

\$ 72,000

13. Total Organization Operating Budget:

\$ 136,510

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 use Culture Shock as much as possible. We use it for programs presented at The South Miami Dade Cultural Arts Center and Flamenco Sephardit. We offer between 20-50 tickets to these shows. We do not use culture shock for performances of the Festival of Flamenco Song at The Adrienne Arsht Carnival Studio Theater. Due to limited seating and high production costs, we need to sell every ticket at full price.

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 performance of Flamenco Sephardit Passion and Grace presented on January 27, 2019 at Temple Emanu-El, we offered 50 Golden Tickets. All of them were reserved and 36 of them redeemed there ticket. This was the first time we participated in Golden Ticket. There was a very high demand for this performance. We will participate again for the 2019 2020 season. We will do not use Golden Ticket for performances of the Festival of Flamenco Song at The Adrienne Arsht Carnival Studio Theater. Due to limited seating and high production costs, we need to sell every ticket at full price.

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):	2
# of Children (Ages 6-12):	4
# of Youth (Ages 13-17):	6
# of Young Adults (Ages 18-22):	20
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	32

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:	840
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

884

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):	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 - May 14 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 Siempre Flamenco's 15th annual Festival of Flamenco Song in Miami. Flamenco has been recognized by UNESCO as a world heritage. This unique festival dedicated to the art of flamenco singing is the only one of its kind in the United States, and thus promotes Miami as a leading destination for outstanding art and flamenco in particular.

The festival will present four concerts: Friday at 8pm, Saturday at 3pm and 8pm, and Sunday at 4pm, September 4-6 2020, all at the Adrienne Arsht Carnival Studio Theater. This will be the eighth consecutive year that the festival is presented there. We are thankful for the community partnership we have with the Arsht Center, making the space available rent free. This, along with TDC funding, helps keep ticket prices affordable. The standard ticket price is \$48.00, same as last year. We will also offer a premium seating at \$60.00 for the first three rows. The venue offers audiences a unique opportunity to see world-class flamenco in an intimate, up-close environment.

The concerts will feature singers Maria Vargas, Matias Lopez and Jose Campos Cortes, dancer Juan Jose Arroyo and guitarists Jose Cortes. These artists are major stars in the flamenco world, performing at prestigious festivals in Spain and throughout Europe. Siempre Flamenco's Paco and Celia Fonta will join

the troupe on guitar and dance respectively to round out the show. The intimate setting and high quality of the guest artists will attract flamenco fans from all over. We expect up to 25% of attendees will be tourists, based on past years' reports. And during the festival, these tourists stay at hotels, go to restaurants, and shop in the area, contributing to the economy. We expect a total of 884 attendees including performers.

We plan on booking five rooms for six nights for our guest artists. Attendees will be encouraged to stay at the same hotel for a discounted rate. This information will be on our eblasts, social media, and our web page. The hotel is yet to be determined.

We plan to attract a multiethnic and intergenerational audience through deliberate and timely advertising campaigns. We will send two eblasts from the Arsht center of over 200,000. We will buy 15 spots on public radio that reach a total of 58,400. We will send out press releases to local news, radio and television personnel and national and international web magazines and social media. And we hope to have a sponsorship with the Miami Herald as we have had in past years. This year we are planning a strong social media campaign on facebook and Instagram to better include a younger demographic. Timely advertising lets attendees better plan their calendar, and because the festival is Labor Day weekend marking the end of summer, hotel and plane/bus tickets are cheaper. That is more incentive for tourists to attend the festival. With the help of TDC funding, this distinctive event will advance Miami as a leading destination for tourists and for outstanding art and culture.

TDC - Marketing Details

Completed - May 14 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).

Our marketing plan consists of targeting various sectors of the general public through timely advertising and outreach. Our campaign includes a strong cyber component as well as traditional print and radio

ads. We advertise in both The Miami Herald and El Nuevo Herald with print ads and digital ads that reach over 100,000. We place radio ads on public radio WLRN that has a reach of 58,400. Advertising on National and International websites: deflamenco.com, expoflamenco.com, ArtBurst Miami, Miami.com, among others furthers our reach. With Google, Yahoo, and Facebook ads we can target specific demographics. Instagram and Facebook and further target specific demographics.

Using key words we are able to reach a wide spectrum of potential attendees reaching over 30,000. Through social media we will reach even more people worldwide. Siempre Flamencos face book page has over 1500 likes from across the globe. We have an email data base of over 10,000 and Eblasts sent from the Arsht center target over 200,000 interested attendees.

Promotional spots on radio and TV also give an extra boost. We plan on pitching our event to radio and TV to boost coverage this year. We will print 5000 postcards that we will distribute at: Spanish Restaurants, Dance Academies, Bookstores, Libraries, Dance, Music and Language depts. at universities UM, FIU, MDCC. and hotels that are accessible to the venue. The postcards will also be available at the Arsht center lobbies. We will put up a banner in front of the Arsht Center which will attract tourists staying nearby who may be looking for some local entertainment. The combination of TV, radio, newspaper, plus the internet provides us with the most diverse and expansive targeting of our potential audience base.

Previews of our festival have greatly enhanced audience attendance as well. We have had preview articles in The Miami Herald, el Nuevo Herald, El Diario de Las Americas, Newtimes, and The Sun Sentinel. We also do outreach by offering complimentary tickets to collaborating partners who share their emails and engage new diverse audiences. Partners include: Miami Dade Live, Fundarte, Centro Cultural Español, Art Works For Us, ArtCenter South Florida, Pan (Performing Arts Network), Ballet Flamenco la Rosa, The Rhythm Foundation, among others.

Our event has huge tourist appeal. Flamenco has gained a reputation worldwide as one of the highlights on any cultural agenda. By planning each phase of marketing carefully, we are able to reach the maximum of people interested, insure a successful festival, while strengthening the city as a multicultural and artistically diverse destination.

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 we do not have any specific media sponsorships.

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):

389155

3a. How was the above estimate determined?

185,755 from Arsht center eblast
10,000 eblast fom Siempre Flamenco database
58,400 by Radio
30,000 by social media and website
100,000 by TV Promotion on Telemundo
5000 by WLRN Folk and Acoustic Music with Michael Stock.

TDC - Tourism Impact Projections

Completed - May 15 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):

872

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	655	6
Out of County	170	
Out of State	42	
Foreign	5	6

TOTAL Projected # of Audience Attending:

872

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 will book 5 rooms for our guest artists for 6 nights for a total of 30 nights. The Hotel is yet to be determined. We plan to offer reduced rate hotel rooms for festival attendees at the same hotel. Last year we booked 4 rooms for 6 nights for our guest artists for a total of 24 nights. We did not have any tourists stay at the sponsored hotel.

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:	24	

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:	30
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:	Costa Norte Boutique Hotel 7130 Harding Ave, Miami Beach, FL 33141	24
Year 2:	O Daddy Hotel 9660 E Bay Harbor Dr, Bay Harbor Islands, FL 33154	28
Year 3:	Croydon Hotel 3720 Collins Avenue, Miami Beach, FL 33140	21

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 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:	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:	Siempre Flamenco, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$3,000	\$3,000	\$1,000
In-house/Salaried Personnel: Artistic		\$5,000	\$5,000	\$1,000
In-house/Salaried Personnel: Technical/Production	\$2,000		\$2,000	
Contracted/Outside Artistic Fees/Services		\$16,000	\$16,000	
Contracted/Outside Other Fees/Services	\$8,000	\$1,000	\$9,000	
Marketing: ADV/PR/ Printing/Publications		\$10,500	\$10,500	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance		\$500	\$500	\$1,000
Travel: In County		\$300	\$300	
Travel: Out of County		\$5,600	\$5,600	
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	\$9,000
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$250	\$250	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$400	\$400	
Other Expenses (Itemize Below)				
Costumes/Choreographies		\$1,400	\$1,400	
Documentation		\$600	\$600	
Hospitality/Hotels		\$2,800	\$2,800	
Production fees/Permits		\$2,650	\$2,650	
			\$0	
SUBTOTALS:	\$10,000	\$50,000	\$60,000	\$12,000
TOTAL EXPENSES (Cash plus In-Kind)	\$72,000			
GRANT REQUEST	\$10,000			

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)		\$13,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Siempre Flamenco, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$30,000		50%
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	\$1,000	\$9,000	2%
Foundation Support			0%
Private/Individual Support	\$4,000	\$3,000	7%
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%
62.5% HCJ	\$15,000		25%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$50,000	\$12,000	17%
GRANT REQUESTED	\$10,000		
CASH REVENUES + GRANT REQUESTED	\$60,000		
TOTAL REVENUES (Cash plus In-Kind)	\$72,000	TOTAL IN-KIND %	20%

Application: SPICE NYC, LLC

nicole hidalgo - nicolehidalgorn@gmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000287

Last submitted: May 15 2020 12:04 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

15000

Staff Recommendation:

\$ 5,000

Organization Name:

SPICE NYC, LLC

Project Title:

SPICE MIAMI WOMEN'S FESTIVAL

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization – For Profit

Date(s) of Event(s):

July 31, & August 2, 3, 2020

Primary Event Location:

The Confidante By Hyatt

County Commission District - Primary Event Location:

5

Secondary Event Location:

barter wynwood

County Commission District - Secondary Event Location:

3

Project Synopsis:

Funds are requested to support SPICE MIAMI Women's festival that integrates women's entertainment and wellness at the Confidante on Fri., July 31st, 2020-Sun., Aug. 2nd, 2020. SPICE NYC is presenting the project, the production is costly. We aspire to change the lives of women by creating a more health conscious environment. We're working with FL's State DOH so women can have access to the best and latest evidenced based practice research on women's health; breast and cervical cancer prevention.

Previous TDC Funding:

N/A

Other Government Funding:

Miami Beach VCA - \$30,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 15 2020

TDC Grant Program

Organization Name:

SPICE NYC, LLC

1. State the organization's mission

To integrate lesbian nightlife, women's entertainment and LGBT culture with health and wellness. We aspire to foster a supportive environment that empowers women so they can have access to the best and latest evidenced based practice research on women's health, particularly breast cancer and cervical cancer prevention.

2. Provide an organization history

ORGANIZATIONAL HISTORY: SPICE NYC LLC has been producing events in New York City for over 12 years. Founder and CEO of SPICE NYC, Nicole Hidalgo aka “ Nikki Hill” has been producing events in nightlife for over 2 decades. Nicole Hidalgo is also a board certified Nurse Practitioner who specializes in pain management and orthopedic post-op recovery.

SPICE NYC caters to the women of NYC who have a deep appreciation for art, music, fashion and nightlife. We provide our patrons with an opportunity to dance and mingle with one another as well as with new and up and coming talented artists. Our events are hosted at various chic and trendy venues in Manhattan. Nikki Hill, founder of SPICE NYC states, “We are an events company with a purpose. We represent everything that New York City stands for, music, art, fashion and individuality. We encourage creative expression via socialization and it all begins with nightlife”. SPICE NYC aspires for the women in NYC or any state that they produce events in to interact and come together offline to establish new relationships, platonic friendships or romantic partnerships. SPICE NYC has been supporting Palm Spring, California Event, Washington D.C., and Miami, Florida events since 2007, cross promoting with independent promoters SPICE NYC produces pride events, boat rides, rooftop brunches, galas, and charity events with thousands of women in attendance. Past charity organizations they have donated and raised money for are The New York Center for Children Organization, St. Francis de Sales School of the deaf, Ali Forney, Cyndi Lauper’s True Colours Foundation, Lupus SLE, Camp Sunshine, Callen-Lorde, The Stonewall Inn gives back initiative, GMHC, Pulse Orlando, and Staten Island Pride to name a few. With the advancement of social media and the Internet, SPICE NYC has grown their social media platform into marketing and advertisement space where their niche market is LGBT community. As of 2019, SPICE NYC has expanded their brand into Jersey City where they have become the official media sponsors to the LGBT Jersey City Pride Festival and produced an Jersey City Pride event that drew in over 1,000 women.

Nikki Hill has decided to incorporate health care and integrate it into lesbian nightlife and what better way to do it than to produce a women’s festival in Miami, and so here we are.

3. Website:

www.spicemiami.eventbrite.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:	12
e. TOTAL STAFF (total paid + number of volunteers):	12

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:

SPICE MIAMI WOMEN'S 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 SPICE MIAMI Women's festival that integrates women's entertainment and wellness at the Confidante on Fri., July 31st, 2020-Sun., Aug. 2nd, 2020. SPICE NYC is presenting the project, the production is costly. We aspire to change the lives of women by creating a more health conscious environment. We're working with FL.'s State DOH so women can have access to the best and latest evidenced based practice research on women's health; breast and cervical cancer prevention.

10a. Actual Project Start Date:

Jul 31 2020

10b. Actual Project End Date:

Aug 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).

July 31, & August 2, 3, 2020

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

No

11. Total Project Expenses:

\$ 105,958

12. Total Project Revenues:

\$ 105,958

13. Total Organization Operating Budget:

\$ 105,958

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.

The existing barrier is that all of our events are 21 and over. We want a mature, responsible audience. We aren't sure if we are able to sell a batch of 25 tickets at \$5 for ages 21 and 22. If we are able to allot tickets to ages 21 and 22, we can expand our participation to this program.

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 entered our event on their calendar and we are donating 25 tickets to the elderly that day of the beach party and health festival. 8/1/2020 11am-7pm

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):	0
# of Young Adults (Ages 18-22):	25
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	25

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:	985
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

1025**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):	0

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 - May 15 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.

SPICE MIAMI will be producing a three-day lesbian-centric festival for women in Miami Beach at The Confidante on 7/31/2020-8/2/2020. The beach party on Saturday, August 1st, 2020 holds the majority of the cultural impact. Performance artists, sports influencers, comedians, dancers, social media influencers, celebrity hosts, local and national DJ's, vendors, and sponsors will all be contributing to giving our women access to the best music, food, art and entertainment. Music is the universal language

of people. We have an eclectic lineup of talent, enhancing the exposure of cultural diversity for the women of the LGBT community. We have VH1's MARIAHLYNN performing on the main stage. Mariahlynn's hit record "Once upon a time" has went 4 x Gold. We have three well-known DJ's to be performing on the main stage, each DJ specialize in a specific genre of music. DJ Nikki Lion's forte is house and tribal beats. DJ Ic3 specializes in Argentinian music, and DJ PEE WEE specializes in reggaeton music. We have a professional stage drummer, JJ Drums, who will be drumming her Afro Latina beats for the women of Miami. In addition to the entertainment on the beach, we will be creating a women's health fair that will give women access to a variety of mental health and general wellness services, particularly GYN care, education and promotion of mammograms, pap smears, preventative breast and cervical cancer education, HIV/STD/STI testing, LGBTQ culture, nightlife activities, and the community, all within a safe space. The festival will be giving the lesbian community an outlet to socialize, dance, bond, and get active within the Miami Beach community. On August 1st 2020, the beach health fair portion will have Florida's Department of Health of Miami-Dade County's Office of Preventative Medicine as a special guest. They will create an educational and interactive space designed to promote wellness and education on basic preventive medicine and medical screening for women in our community. To accommodate our patrons, we have blocked out 80 rooms at The Confidante. The festival has impacted tourism in that in just two short months, 61/80 rooms have been booked for the festival's attendance. Any overflow of clientele will be sent to the sister property Hyatt Centric. We can track our sales and locations of patrons on Eventbrite and we have 24/7 access to view the room blocks. SPICE MIAMI has 7 events that women can attend, three of them are ticketed and pre-sold online ranging \$20-\$250. The \$250 tickets are bundle packages that include a welcoming party on Thursday, July 30th 2020 inside the Confidante's Crown Plaza room. During this event, we will be partnering with Prudential, where they will be providing educational information on taxes, 401k retirement plans and estate planning to the women who pre-registered. On Friday morning, we will be providing the women staying at the host hotel a yoga retreat. Friday night we will be producing a glow party at Wynwood Barter from 9pm to 3am. On Saturday, 8/1/2020 from 11am-7pm, we will be producing the festival and health fair on the beach property behind The Confidante. On Sunday, 8/2/2020 from 11am-7pm we will be producing a pool party. With the presence of Florida's State Department of Health, we aspire to foster a supportive environment that empowers women so they can have access to the best and latest evidenced based practice research on women's health. Due to the authenticity and health component of this event, along with SPICE NYC's 18 year track record in media, and event production, we expect the event to draw in anywhere from 1025-2000 patrons. Capacity currently depends on the CDC and current Covid-19 pandemic. SPICE NYC has an event track record of 1500-2000 patrons. We currently do not have any media sponsors but we have invested in to the radio station HITS 97.3 and bought into a series of 30 second radio advertisements three weeks before the event to assist with audience development to generate our press coverage. Nikki Hill, event producer will be having a 30 minute on air interview called LIVE with Kimmy B, host of the

HITS 97.3 which will assist in press coverage for the event. Our social media websites have a global reach and attract international visitors to this event. Such social media sites are twitter/spicenyc, Instagram/spice_miami, Twitter/spicenyc and FB SPICE NYC LLC. The TDC funding will enhance our project's tourism attractiveness in that we can invest more money in to marketing and advertising online and we can hire some more Artists that come from outside of Florida to perform and bring their following to attend the event. As of now, SPICE NYC is the only organization that involved in the production of SPICE MIAMI. We have a detailed marketing plan of the project's implementation strategies such 5,000 post cards distributed in Miami and NYC , air banners advertisements, Pink Palm ad and the LGBTQ section of the GMCVB website's calendar of events.

TDC - Marketing Details

Completed - May 15 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).

SPICE NYC Social Impressions Confirmed & Anticipated. Main demographic is female ages 25-45 y/o.

SPICE NYC Twitter - Anticipated Impressions 15k per post 4 posts boosted in 5 months is 60k Impression Confirmed - 53k

SPICE NYC Instagram Anticipated 15k per post - total 10 posts in 5 months= 150k Impressions Confirmed 150k

See Image imbedded below with HITS Advertisement plan and Social Impressions.

Marketing / Media plan

SPICE MIAMI to be advertised on all of social media platforms listed below with a minimum of \$100 boosts from Jan 2020-Aug 2nd 2020. Anticipated Impressions 200k

List of Main Social Media Accounts & Platforms

www.twitter.com/spicenyc

www.instagram.com/spicenyc

www.spicenyc.com

Www.facebook.com/groups/spicenyc

Www.instagram.com/spice_miami

NY Friends FB group <https://m.facebook.com/groups/207217819431287>

Www.facebook.com/SPICENYCLLC

Www.instagram.com/NewYorkCityEvents

Www.instagram.com/nycchocolate

Www.instagram.com/Lezmetrocity

Www.facebook.com/lezmetrocity

[Meetup.com](#) SPICE NYC Events

[Meetup.com](#) Lesbians Travel

Print Advertisements- Starting Feb 7th 2020 10,000 4x6 postcards to be distributed throughout NYC, New Jersey, Miami and California.

Saturday, July 4th 2020- Air banner to be flown over Miami Beach to Fort Lauderdale for a 2 hour continuous flight up and down the coast with unknown visibility.

GMCVB to advertise from social media networks- anticipated impressions 250k

Our event will be listed on the main LGBTQ GMCVB website as a “ special event”.

All Press Clips can be obtained from our Instagram accounts Instagram/SPICE_MIAMI

Instagram/SPICENYC

30 minute on air interview Live with Kimmy B, “Community Convo”, to air one week before the festival. See detailed invoice of Radio slots on 97.3 HITS Radio Station.

HITS 97.3 Deliverables Include:

of live mentions (:05-sec): 1 per week

- Sundays at 6am

Additional Deliverables (digital revenue required):

- # of Social Posts: 1 per week
- Weekly Sunday morning posts from Hits 97.3 FB & Twitter tagging client

Media Plan: Radio Sponsor

1. High Frequency Radio Campaign on South Florida’s #1 station for Pop Hits, 97.3 FM!

- M-F 7p-12m, airing 10 spots/week, :30 length
- W-F, 6a-10a, airing 3 spots/week, :30 length
- Saturday, 7p-12m, airing 10 spots/week, :30 length
- Sunday, 3p-7p, airing 10 spots/week, :30 length *TOTAL SPOTS A WEEK: 33*TOTAL SPOTS FOR 3

WEEKS: 99*NET REACH: 300,000 listeners ages 21+ 2. On-Air Interview with Kimmy B on South Florida’s #1 Local Talk Segment, Community Convos on HITS 97.3 FM:

- 3. Digital posts on HITS 97.3 O&O:• A minimum 45,000 impressions per boosted post on the HITS 97.3 Instagram’s main feed • A minimum of 15,000 impressions per boosted post on the HITS 97.3 Facebook’s

main feed

Interview with HITS 97.3 on-air host, Kimmy B, on her segment “Community Convos” airing Sunday morning’s Receives :05 second shout-out’s each week on HITS 97.3Community Convos reaches 1,300 WOMEN 21+ every Sunday from 6-7am

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):

1000000

3a. How was the above estimate determined?

We added up the stats from 97.3 HITS station. At minimum,we are projecting there will be over a 500,000 reach in viewership and social media combined. See Below.

SPICE NYC Social Impressions Confirmed & Anticipated

SPICE NYC Twitter - Anticipated 15,000 per post 4 posts boosted in 5 months 60,000 impressions

Impression Confirmed - 53,000

SPICE NYC Instagram Anticipated 15,000 per post – total 10 posts in 5 months= 150k

Impressions Confirmed 150k

See Image imbedded below with HITS Advertisement plan and Social Impressions.

Marketing / Media plan

SPICE MIAMI to be advertised on all of SPICE NYC's social media platforms listed below. With a minimum of \$100 worth of boosts from Jan 2020- until the end of the festival -Aug 2nd 2020. Impressions will total over 200,000.

Print Advertisements- Starting Feb 7th 2020 10,000 4 by 6 postcards to be distributed throughout NYC, New Jersey, Miami and California.

GMCVB to advertise from social media networks- 25,000 impressions per month

Our event will be listed on the main LGBTQ GMCVB website as a " special event".

All Press Clips can be obtained from our Instagram accounts Instagram/SPICE_MIAMI

Instagram/SPICENYC

30 minute on air interview Live with Kimmy B , "Community Convo", to air one week before the festival.

See detailed invoice of Radio slots on 97.3 HITS Radio Station.

HITS 97.3 Deliverables Include:

of live mentions (:05-sec): 1 per week

- Sundays at 6am

Additional Deliverables (digital revenue required):

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- Sunday, 3p-7p, airing 10 spots/week, :30 length *TOTAL SPOTS A WEEK: 33*TOTAL SPOTS FOR 3

WEEKS: 99*NET REACH: 300,000 listeners ages 21+ 2. On-Air Interview with Kimmy B on South Florida's #1 Local Talk Segment, Community Convo's on HITS 97.3 FM:

- 3. Digital posts on HITS 97.3 O&O:• A minimum 45,000 impressions per boosted post on the HITS 97.3 Instagram's main feed • A minimum of 15,000 impressions per boosted post on the HITS 97.3 Facebook's main feed

Live interview with HITS 97.3 on-air host, Kimmy B, on her segment "Community Convo's" airing Sunday morning's Receives :05 second shout-out's each week on HITS 97.3Community Convo's reaches 1,300

WOMEN 21+ every Sunday from 6-7am

Total Reach is approximately 1,000,000

TDC - Tourism Impact Projections

Completed - May 15 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):

1010

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	700	10
Out of County	25	0
Out of State	300	5
Foreign	0	0

TOTAL Projected # of Audience Attending:

1025

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)**

We have a room block of 80 rooms at The Confidante by Hyatt hotel. Thus far, we have 61 out of the 80 rooms that are booked with attendees to the event. Compared to last year's Pride events in NYC, we did not have to meet any room blocks and we did not go into contract with any hotels. The lodging for this festival of 2020 was promoted on Eventbrite on www.spicemiami.eventbrite.com, SPICE NYC and SPICE MIAMI's Facebook, Twitter and Instagram. Each person who was interested in booking a room was given a specific link to book accommodations on the Eventbrite. This made tracking the rooms accurate. Please note that we have not worked with any hotels or room blocks in the past being that our company is based in NYC as well as our patrons.

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:	75	
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:	80
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	0
Year 2:	n/a	0
Year 3:	n/a	0

Performance Venue Locations and District Numbers

Completed - Mar 23 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 Confidante By Hyatt
Address - venue #1	4041 Collins Ave
City - venue #1	miami beach
State - venue #1	Florida
Zip Code - venue #1	33140
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	barter wynwood
Address - venue #2	255 nw 27th terrace
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)

ORGANIZATION NAME: spice nyc llc

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		\$13,802	\$13,802	
Contracted/Outside Other Fees/Services		\$6,911	\$6,911	
Marketing: ADV/PR/ Printing/Publications	\$5,000	\$8,050	\$13,050	
Marketing: Postage/Distribution				\$0
Marketing: Web Design/ Support/Maintenance		\$1,091	\$1,091	
Travel: In County		\$3,053	\$3,053	
Travel: Out of County				\$0
Equipment Rental				
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$5,000	\$1,155	\$6,155	
Equipment Purchase production				\$0
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$5,566	\$5,566	
Space Rental				
Space Rental / for Performance, Exhibitions, Events, etc.	\$5,000	\$45,720	\$50,720	
Mortgage/Loan Payments				\$0
Insurance				\$0
Insurance / for Performance, Exhibitions, Events, etc.		\$338	\$338	
Utilities				\$0

Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$790	\$790	
Other Expenses (Itemize Below)				
food		\$403	\$403	
lyft		\$250	\$250	
clothes		\$62	\$62	
car		\$579	\$579	
Permitting		\$3,188	\$3,188	
SUBTOTALS:	\$15,000	\$90,958	\$105,958	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$105,958			
GRANT REQUEST	\$15,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$105,958			

ORGANIZATION NAME:

REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$50,958		48%
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 GMCVB	\$10,000		9%
Other Private Support: Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			0%
			0%
			0%
Government Grants: State (Itemize below)			0%
MBVCA	\$30,000		28%
			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%
Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
Grant Amount % of Total Cash Revenues:			
SUBTOTALS	\$90,958	\$0	14%
GRANT REQUESTED	\$15,000		
CASH REVENUES + GRANT REQUESTED	\$105,958		
TOTAL REVENUES (Cash plus In-Kind)	\$105,958	TOTAL IN-KIND %	0%

BUDGET SUMMARY			
Cash Expenses	\$105,958	Cash Revenues	\$105,958
+ In-kind Expenses	\$0	+ In-kind Revenues	\$0
= TOTAL EXPENSES	\$0	= TOTAL REVENUES	\$105,958

Revenues minus Expenses
All totals must = \$0

\$0

\$0

\$105,958

Application: The Miami Takeover LLC

Antwoine McCoy - info@themiamitakeover.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000293

Last submitted: May 15 2020 05:26 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 10,000

Organization Name:

The Miami Takeover LLC

Project Title:

Miami Takeover 2020

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization – For Profit

Date(s) of Event(s):

July 24, July 25, July 26, July 27, 2020

Primary Event Location:

Nautilus Hotel

County Commission District - Primary Event Location:

5

Secondary Event Location:

Pearl Lounge at Nikki Beach

County Commission District - Secondary Event Location:

5

Project Synopsis:

Funds are requested by the event producer, Miami Takeover, LLC to support event production, venue rental and performance fees associated with the music and cultural exchange component of the event weekend, to be held July 24 through July 27, 2020. Two events are scheduled to take place at the National Hotel (2pm-8pm) and the Hardrock Bayside (10pm-3pm) on July 26, 2020 and will feature live music performances of featuring groups that perform the official music of Washington, DC, "Go-Go".

Previous TDC Funding:

N/A

Other Government Funding:

MBCVB TAP - \$19.530

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 18 2020

TDC Grant Program

Organization Name:

The Miami Takeover LLC

1. State the organization's mission

Miami Takeover LLC is a full-service concierge travel and event production company that focuses on integrating the culture and sound of Washington, DC into its national event programming. Miami Takeover's mission is to provide like-minded urban professional travelers the opportunity to experience domestic and international destinations via pre-programmed entertainment, networking and shared community service activities.

2. Provide an organization history

Miami Takeover, LLC was formed in 2008 and is based out of the nations' capitol, Washington, DC. We are a full scale event promotions company with proven success producing and promoting events. We host tastemaker events throughout the Washington, DC metropolitan area as well as annual weekend events held in Dallas, Miami, NBA All-Star weekend, NFL Super Bowl and CIAA weekend. Over the years, Miami TakeOver LLC has hosted such notable Celebrity guests such as Sanaa Lathan (Actress), Doug E. Fresh (Rapper/Celebrity Host), Joe Clair (Comedian), Reesa Renee (Performing Artist), Emily B (Reality TV Star), Sam Madison (NFL Super Bowl Champion-Retired), Allen Iverson (NBA All Pro-Philadelphia 76'ers), Rajon Rondo (NBA —Boston Celtics), Dave Chapelle (Comedian), Red Grant (Comedian), Lance Gross (Actor), Larenz & Lahmard Tate (Actors), John Singleton (Director), Trey Songz (Performing Artist), MC Lyte (Celebrity DJ/Rapper), Jadakiss (Performing Artist), Lorenzo Thomas (Miami/Washington DC Radio Personality), Big Tigger (DC/Atlanta Radio Personality and BET Host). Miami TakeOver LLC has cultivated and established relationships with local and national promotional partners. As such, we receive promotional support from third party partners, some of which include: Colgate Palmolive, Barefoot Wine & Bubbly, SportsZone, SkyZone, DTLR, Courvoisier, Effen Vodka, Vitamin Water to name a few.

Miami Takeover LLC's signature event is the Miami Takeover Weekend which is well positioned to be the signature yearly travel event/destination for many travelers. The Miami Takeover is aimed to provide its participants the opportunity to see South Beach through the clear vision of a South Beach native/promoter instead of through the blurred sight of a first-time visitor. Miami Takeover attracts over 2,000 guests from all over the US with visionary mindsets that see the potential growth in Miami. The weekend brings together urban professionals looking to enhance their professional network, all while enjoying the shores of South Beach and giving back to the booming city of Miami. There are events to ease the mind of our guests and allow them to relax for the weekend after all the hard work that they do. The weekend is also packed with nightlife pleasures, comedy shows, pool parties , celebrity guests and community service projects. After all the fun, they will be rewarding the beautiful beaches of Miami by helping clean up and give back to the community. The beach is a gift from nature and we want to preserve it as much as we can. Also during the weekend, we partner with Colgate Palmolive's Bright Smiles Bright Future Program to provide free dental screenings to over 150 children from Alonzo Mourning's Overtown Youth Foundation and The Belafonte TALCOLCY Center in Miami Beach, Florida. Our community service projects have received national exposure as we have received several proclamations from the City of Overtown and South Beach for our work in the Community.

3. Website:

www.themiamitakeover.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:	15
e. TOTAL STAFF (total paid + number of volunteers):	15

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 C: \$251,000 or more (max. request of \$25,000)

8a. Grant Amount Requested:

\$ 25000

9. Project Title:

2020 Miami Takeover Weekend

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

Funds are requested by the event producer, Miami Takeover, LLC to support event production, venue rental and performance fees associated with the music and cultural exchange component of the event weekend, to be held July 24 through July 27, 2020. Two events are scheduled to take place at the National Hotel (2pm-8pm) and the Hardrock Bayside (10pm-3pm) on July 26, 2020 and will feature live music performances of featuring groups that perform the official music of Washington, DC, "Go-Go".

10a. Actual Project Start Date:

Jul 24 2020

10b. Actual Project End Date:

Jul 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).

July 24, July 25, July 26, July 27, 2020

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

No

11. Total Project Expenses:

\$ 305,065

12. Total Project Revenues:

\$ 305,065

13. Total Organization Operating Budget:

\$ 305,065

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.

There are no barriers to participating in the Golden Ticket program. We are open to participating in the program if allowed and required program application information provided.

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.

There are no barriers to participating in the Golden Ticket program. We are open to participating in the program if allowed and required program application information provided.

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):	20
# of Young Adults (Ages 18-22):	50
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:	2090
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

2195**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):	0

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 - May 15 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 2020 Miami Takeover Weekend (MTO) is an event destination weekend whose purpose is to bring together mature urban travelers (28-45) for the purpose of facilitating a stress free travel getaway in the greater Miami Area centered around social entertainment, peer networking, community service and the opportunity to expose travelers to Washington, DC culture through the power of live music performances.

The weekend event is scheduled to take place July 24th - July 27th, 2020:

#1-Colgate Youth Dental Screening - Location TBD: The Miami Takeover partners with Colgate Palmolive to provide free dental screenings to over 100 youth in underserved communities. This event is the first of our community service opportunities.

#2-"Share the Culture" Meet & Greet - Nautilus Hotel (Miami Beach): The 'Official' Miami Takeover kickoff event that brings our travelers together for an opportunity to meet, network and interact with one another in a relaxed pool side environment.

#3-Miami Nights Masquerade Ball - Pearl Lounge @ Nikki Beach (Miami Beach): This event brings our travelers, from various parts of the US with diverse backgrounds, together for an opportunity to socially engage with one another by highlighting regional and international cultures through chosen costumes, fashion, music and dance.

#4-Mind Your Money Youth Financial Education Symposium - Location TBD: Selected travelers and financial experts will share financial knowledge, skills, and experiences to teenagers and young adults.

#5-Neon Glow Pool Party - Nautilus Cabana Club (Miami Beach): A high-energy evening pool party featuring neon fluorescent lighting, glow sticks and glow accessories that light up the night sky.

#6-Beach Sweep - (Miami Beach, FL): The Beach Sweep is the second community service opportunity for travelers and guests to participate in during the event weekend. We partner with the Miami Beach Convention Center to clean up a portion of the beach. This event gives our travelers an opportunity to serve the community that has welcomed them.

#7-"Share The Culture" Splash Party (Live Music Performance) - National Hotel (Miami Beach): A pool party event that features multiple bands performing the official music of Washington, DC (Go-Go) to share with travelers and guests from all parts of the country (and world).

#8-"Share The Culture" Go-Go Basel (Live Music Performance) - Hard Rock Bayside (Miami, FL): Miami Takeover caps off the weekend by merging the cultures of DC and Miami by curating the weekend finale, "Go-Go Basel" which will feature a live music performance by one of the most influential Go-Go bands ever, Backyard Band as well as a one night art exhibit featuring work from artists from DC and Miami.

Admission policy is 21+ with valid state issued driver's license for all social events.

Individuals under the age of 21 are welcomed to participate in all community service events

The following are the admissions options for our events:

- Travel Package w/complimentary admission to all events (\$1559 X 1person | \$1199 X 2 person | \$1,099 X 3 person | \$1,059 X 4 person)
- Weekend event pass (\$175 / person) | Advanced event tickets (\$35-\$50/per event)

The weekend will attract over 2,000 regional and national tourists. Our target is to generate 500,000 media impressions and secure 300 contracted room nights within the Greater Miami area.

Miami Takeover will execute a publicity and marketing strategy aimed at increasing public awareness of and participation for “Miami Takeover 2020” via a three-tiered approach:

1. Pitch for media coverage opportunities to local Washington D.C. Metropolitan, Charlotte, NC and Miami, Florida based media outlets to include radio, television, print and web in each city.
2. Generate 500,000 digital media impressions via contracted digital and email marketing partnerships
3. Work to effectively educate the public about Miami Takeover’s mission and purpose through strategic media campaigns.

Media relationships and partnerships established from past events are supporting the event again in 2020. In the Washington, D.C. Metropolitan area, local television stations will be presented with segment opportunity for news broadcasts (WTTG, Fox 5, WUSA 9, WJLA- ABC 7, WRC-News 4, CTV- Prince George’s County Cable Television).

Miami Takeover currently has 210 room nights under contract at the Nautilus hotel in Miami Beach with an additional 30 room nights pending at the Nautilus and 44 room nights pending with the National Hotel (Miami Beach). We are also in negotiations to book an additional 10 room nights at the Doubletree Biscayne hotel in downtown Miami.

TDC funding will enhance our activities by allowing us to achieve the following:

1. Increase event capacity via subsidization of venue rental fee
2. Subsidize live music artist performance fees
3. Subsidize cost of materials and panelists for youth and young adult financial literacy community service event

TDC - Marketing Details

Completed - May 15 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 Takeover will create and develop a publicity and marketing strategy aimed at increasing public awareness of and participation for “Miami Takeover 2020” via a four tiered marketing approach

- Pitch for media coverage opportunities to local Washington D.C. Metropolitan, Charlotte, NC and Miami, Florida based media outlets to include radio, television, print and web in each city.
- Generate 500,000 digital media impressions via contracted digital and email marketing partnerships
- Work to effectively educate the public about Miami Takeover’s mission and purpose through strategic media campaigns.
- Search for partnerships with local businesses to team up for community outreach events. Create a weekly web presence through social media campaign that will engage and encourage participants both locally and nationally. Oversee scheduling interviews, preparation of press releases, interview questions, responses and replies on all media platforms

Media relationships and partnerships established from past events are supporting the event again in 2020. In the Washington, D.C. Metropolitan area, local television stations will be presented with segment opportunity for news broadcasts (WTTG, Fox 5, WUSA 9, WJLA- ABC 7, WRC-News 4, CTV- Prince George’s County Cable Television) radio stations (WPGC, 95.5 FM, WERQ, 92.3 FM, WMMJ, 102.3 FM, WKYS, 93.9 FM) Social Sites (DC Nitelife and “Spotlight Over The City”) Entertainers affiliated with “Miami Takeover” have been on some of these media outlets in the past to promote the event and encourage others to visit the city of Miami. Television, radio and print outlets in the Miami area will be contacted and presented media pitches and proposals for coverage of event. (WSVN-7 News, WTVJ NBC 6, WPLG-ABC 10, WFOR- CBS 4, 99.1 FM, 103.5 FM, 105.1 FM, Miami Herald, and Miami Times)

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 relationships and partnerships established from past events are supporting the event again in 2020. In the Washington, D.C. Metropolitan area, local television stations will be presented with segment opportunity for news broadcasts (WTTG, Fox 5, WUSA 9, WJLA- ABC 7, WRC-News 4, CTV- Prince George's County Cable Television) radio stations (WPGC, 95.5 FM, WERQ, 92.3 FM, WMMJ, 102.3 FM, WKYS, 93.9 FM) Social Sites (DC Nitelife and "Spotlight Over The City") Television, radio and print outlets in the Miami area will be contacted and presented media pitches and proposals for coverage of event. (WSVN-7 News, WTVJ NBC 6, WPLG-ABC 10, WFOR- CBS 4, 99.1 FM, 103.5 FM, 105.1 FM, Miami Herald, and Miami Times)

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):

763000

3a. How was the above estimate determined?

Anticipated Media Impressions

- Total Digital Media Impressions (Contracted) - 415,000
- City Alert - 150,000
- Washington City Paper - 100,000
- Facebook & Instagram - 160,000
- Urban Marketing Group - 5,000
- Total Print Media Impressions (Contracted) - 240,000
- Washington City Paper - 240,000
- Total Direct Email Media Impressions (Contracted) - 108,000
- City Alert - 88,000
- Urban Marketing Group - 20,000

TDC - Tourism Impact Projections

Completed - May 15 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):

2180

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	80	5
Out of County	100	0
Out of State	1900	10
Foreign	10	

TOTAL Projected # of Audience Attending:

2090

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)**

We anticipate that approximately 150 visitors attending the event will have reserved and paid for overnight lodging through our company, representing the 210 room nights reserved. Available travel packages (hotel, flight, events) and hotel only packages have been marketed to our client base via direct email, social media, digital marketing and print campaigns. Currently we have secured contracts and executed room blocks with the Nautilus hotel for 210 room nights and an additional 30 room nights expected to be added to the existing room block. We currently are finalizing a contracted room block of 44 room nights with the National Hotel and 10 room nights to be secured at the Doubletree Grand Hotel in the city of Miami. We also expect to secure 30 additional room nights with the Doubletree Grand hotel in the city of Miami, Florida.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	210	
# of hotel room nights anticipated to be booked:	84	
Actual number of hotel room nights used last year:	365	

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:	210
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:	#1. Nautilus Hotel #2. National Hotel #3. Doubletree Grand Hotel	#1. 310 Room Nights (Nautilus Hotel) #2. 45 Room Nights (National Hotel) #3. 10 Room Nights (Doubletree Grand Hotel)
Year 2:	#1. Nautilus Hotel #2. National Hotel #3. Doubletree Grand Hotel	#1. 230 Room Nights (Nautilus Hotel) #2. 0 Room Nights (National Hotel) #3. 10 Room Nights (Doubletree Grand Hotel)
Year 3:	#1. Nautilus Hotel #2. National Hotel #3. Doubletree Grand Hotel #4. Marseilles Hotel	#1. 327 Room Nights (Nautilus Hotel) #2. 0 Room Nights (National Hotel) #3. 10 Room Nights (Doubletree Grand Hotel) #4. 99 Room Nights (Marseilles Hotel)

Performance Venue Locations and District Numbers

Completed - Apr 2 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	Nautilus Hotel
Address - venue #1	1825 Collins Avenue
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	Pearl Lounge at Nikki Beach
Address - venue #2	1 Ocean Drive
City - venue #2	Miami Beach
State - venue #2	Florida
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	National Hotel
Address - venue #3	1677 Collins Avenue
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	Hard Rock Cafe Bayside
Address - venue #4	401 Biscayne Boulevard
City - venue #4	Miami
State - venue #4	Florida
Zip Code - venue #4	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	5
MUNICIPALITY CODES - venue #4	01 Miami

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:	The Miami Takeover, LLC			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$29,641	\$29,641	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$0	\$0	
Contracted/Outside Artistic Fees/Services	\$10,600	\$25,767	\$36,367	
Contracted/Outside Other Fees/Services	\$9,500	\$103,563	\$113,063	\$1,000
Marketing: ADV/PR/Printing/Publications	\$4,900	\$60,094	\$64,994	
Marketing: Postage/Distribution		\$0	\$0	
Marketing: Web Design/Support/Maintenance		\$1,250	\$1,250	
Travel: In County		\$0	\$0	
Travel: Out of County		\$0	\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$0	\$0	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$0	\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$38,750	\$38,750	\$10,000
Mortgage/Loan Payments		\$0	\$0	
Insurance		\$0	\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$0	\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$0	\$0	\$4,000
Merchandise/Concessions/Gift Shops		\$0	\$0	
Supplies/Materials		\$0	\$0	\$6,000
Other Expenses (Itemize Below)				
Commissions		\$0	\$0	
General + Administrative		\$0	\$0	
Group Travel Expenses		\$0	\$0	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$259,065	\$284,065	\$21,000
TOTAL EXPENSES (Cash plus In-Kind)	\$305,065			
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)	\$29,641	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		The Miami Takeover, LLC	
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$94,775		33%
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		1%
Foundation Support			0%
Private/Individual Support		\$21,000	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)			
Miami Beach Visitors & Convention Authority TAP Grant	\$19,530		7%
			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%
Misc. Revenue - Contracted Hotel Commissiona	\$33,600		12%
Food & Beverage Commissions	\$21,200		7%
Group Travel Revenue	\$86,960		31%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$259,065	\$21,000	9%
GRANT REQUESTED	\$25,000		
CASH REVENUES + GRANT REQUESTED	\$284,065		
TOTAL REVENUES (Cash plus In-Kind)	\$305,065	TOTAL IN-KIND %	7%

Application: Voices of Miami, Inc.

Greisel Dominguez - voicesmiamifl@gmail.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000297

Last submitted: May 15 2020 12:26 PM (EDT)

Labels: 2019-2020, Fourth Quarter, Courtesy Review, Nikki's List, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Application Review Form

Completed - Jul 16 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

Fourth Quarter (events taking place between July 1 - September 30)

Grant Amount Requested:

5000

Staff Recommendation:

\$ 2,500

Organization Name:

Voices of Miami, Inc

Project Title:

Zarzuela Anthology

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

August 15, 2020, August 24, 2020.

Primary Event Location:

First Presbyterian Church of Miami

County Commission District - Primary Event Location:

5

Secondary Event Location:

Roca Theater

County Commission District - Secondary Event Location:

12

Project Synopsis:

Funds are requested to support the performance of a varied zarzuela program with scenes from famous zarzuelas, including Luisa Fernanda, La Rosa del Azafran, and La Revoltosa. Soloists will include international sopranos Martha Santibanez, and Yetsabel Arias, as well as baritone Carlos Jimeno. The program will count on soloists and chorus from Voices of Miami.

The performance will take place at the Roca Theater on August 15, 2020. and at the First Presbyterian Church on August 24, 2020.

Previous TDC Funding:

\$2,500 (18-19); \$2,500 (17-18); \$2,500 (16-17); \$2,500 (15-16)

Other Government Funding:

Developing Arts in Neighborhoods - \$3,000

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - May 18 2020

TDC Grant Program

Organization Name:

Voices of Miami, Inc

1. State the organization's mission

The mission of Voices of Miami, Inc. is to present high-quality performances of classic opera, zarzuela and choral repertory to varied communities in Miami Dede in traditional and non-traditional venues

2. Provide an organization history

Voices of Miami grew out of the passion of its founders to bring together a group of like-minded lovers of vocal music. A diverse group of local vocal artists with a passion for choral performance joined together around the choral conductor and vocalist Greisel Dominguez, flutist Marilyn Cruz, and soprano Aimee Fiuza. They have put their vast musical education and experience at the service of the chorus. A choir director, soloist, and voice teacher, Greisel Dominguez, brings to the organization valuable experience in the field. Marilyn Cruz, a flutist, pedagogue, and administrator, has expertise in counseling and evaluation. At the same time, soprano Aimée Fiuza has worked as a soloist and as a chorus member with leading performing arts organizations throughout Miami-Dade County.

The founders and chorus came together as a community to express themselves through music beginning in 2014, launching a collective effort to promote and preserve musical genres through a forum where artists can grow in their art while providing educational opportunities for the community through performances, workshops, and conferences.

In 2018 Voices of Miami produced the First Festival Of Chorus Voices of Miami, with the participation of several choirs, including Barry University, Coral Cubana, Golden Voices, and the Loyola Children's Choir.

Voices of Miami, Inc incorporated in 2017 and has continued to produce quality performances of opera, zarzuela, and choral music. Salient performances of the chorus have included: the oratorio The Messiah by Handel, Lucia de Lammermoor by Donizetti, the First Festival Of Chorus Voices of Miami, the Spring Concert in Lakeland, Florida, Doral Conservatory School of the Arts Series concerts, Carmina Burana by Carl Orff the zarzuela Luisa Fernanda by Moreno Torroba, the Stabat Mater by Rossini, Hispanic American Lyric Theater 'Noche de Zarzuela' Festival Zarzuela De España Vengo, the zarzuela 'Los Gavilanes' by Guerrero and 'La Traviata' by Verdi.

Collaborations with other cultural organizations include Loyola Children's Chorus, Florida Opera Prima, The Opera Atelier, Barry University, the Hispanic American Lyric Theater, and The Cuban American Club of Lakeland.

Additionally, the organization has provided workshops to both children and adults to promote participation in choral events throughout the community.

3. Website:

www.voicesofmiami.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

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

8a. Grant Amount Requested:

\$ 5000

9. Project Title:

Tarde de Verbena: An Afternoon of Opera and Zarzuela

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 performance of a varied zarzuela program with scenes from famous zarzuelas, including Luisa Fernanda, La Rosa del Azafran, and La Revoltosa. Soloists will include international sopranos Martha Santibanez, and Yetsabel Arias, as well as baritone Carlos Jimeno. The program will count on soloists and chorus from Voices of Miami.

The performance will take place at the Roca Theater on August 15, 2020. and at the First Presbyterian Church on August 24, 2020.

10a. Actual Project Start Date:

Aug 15 2020

10b. Actual Project End Date:

Aug 24 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).

August 15, 2020, August 24, 2020.

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

No

11. Total Project Expenses:

\$ 23400

12. Total Project Revenues:

\$ 23400

13. Total Organization Operating Budget:

\$ 67000

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.

Voices of Miami has not participated until now. We will request that these performances be included in the Culture Shock Program

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.

Yes, we are participating as of this year. The August 15 performance is included in Golden Tickets and we already have had calls for reservations.

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):	15
# of Young Adults (Ages 18-22):	25
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	65

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:	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

925

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):	6
# of Young Adults with Disabilities (Ages 18-22):	4
# 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 - May 14 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.

Voices of Miami presents Afternoon of Verbena, a program of opera and zarzuelas from Spain and Latin America featuring some of the most exciting solos ensembles from the repertory. The project will consist of two performances, one at First Presbyterian Church of Miami, in the exciting Brickell area in Downtown Miami, August 15, 2020, the other one at Roca Theater on August 24, 2020 . Featured guest artists Marta Santibañez, Kiley Hernandez, Jorge Arcila, and Leonardo Lozano will join Voices of Miami, soloists, and the

Loyola Chorus. Santiesteban is an international soprano with credits that include Bellas Artes in Mexico and the Teatro Colon. Mr. Lozano, a well-known virtuoso, will make a repeat appearance joined by The Loyola Chorus. Lozano plays the Venezuelan "cuatro," the traditional instrument resembling a guitar that is at the heart of Venezuelan folk music.

The guest artists will alternate with Voices of Miami soloists. Guest soloists will be Kiley Hernandez and Jorge Arcila. A total of twenty-eight chorus members, Loyola Chorus, and four soloists plus directors and musicians will comprise the cast of 160. Voices of Miami is a diverse choral group of experienced vocalists, some of whom have enjoyed illustrious careers as soloists in their countries of origin. The Loyola Choir, with children 3 to 8, has garnered many accolades, among them the recognition by Miami Dade Mayor Carlos Gimenez.

Choral numbers such as the Brindisi from Traviata and that of the Hebrew Slaves from Nabucco will alternate with smaller ensembles and solos. At the same time, zarzuela, the Spanish language lyric theater genre that originated in Spain, will contribute with the brilliance of Spain. The taste for zarzuela, the beloved and accessible equivalent of Singspiel in Spain, extended to the Americas and has remained a staple fare to the older generation of the Latin American population of immigrants and visitors to South Florida. These strong cultural components emphasize the cultural background, the language, and literature that is the common heritage of Spain and Spanish America. Many tourists from Spanish speaking countries enjoy the tradition of opera and zarzuela. This program will capitalize on that interest.

The First Presbyterian Church of Miami boasts excellent acoustics and 700 seats. The walkability of the area, just across the bridge from the epicenter of Downtown Miami, makes it is a popular venue for the performing arts. Furthermore, The Church is near restaurants, the financial center, and numerous businesses, which attracts many downtowners and tourists visiting the area. The Roca Theater, a performing arts center housed within the campus of the Belen Jesuit School, is perhaps a lesser-known but essential center of art and culture in Miami. It caters to the West Miami, and Westchester communities, and beyond. Boasting an impressive list of graduates, many of its constituents have connections to her centers of higher learning and international cultural organizations. It generally caters to a widely Hispanic audience. Some tourists usually attend performances there.

VOM will offer a free outreach performance at a senior community in Little Havana (TBD) in August, as well as a free activation at the Hilton Downtown Miami Hotel. Both events will feature live performances by soloists Hernandez and Lozano, supported by and members of the Voices of Miami. The central performances (Roca, First Presbyterian) will be ticketed. Regular admission will be \$25, seniors \$15, children free of charge. Complimentary tickets will be distributed through Golden Tickets and Culture Shock.

The target audience is the general population of Miami Dade, as well as tourists visiting South Florida. The varied program, in combination with the appeal of the young and experienced performers, is designed to appeal to cultural tourists and visitors looking for meaningful cultural experiences. To-date five hotel blocks are booked. TDC funding will help with marketing expenses to amplify the reach of the audience.

The connections between students and families will enhance the audience. A special effort will be made to include the tourists and visitors at nearby hotels. VOM presented an impromptu performance at the Hilton Downtown Miami Hotel, to be repeated this year. This activation will attract tourists to the event (date TBD). We expect repeat audience members will be coming from Doral, the seat of the Loyola Chorus, Westchester, and as far as Broward, as documented from prior surveys.

Aloft will be the hotel sponsor. Two Spanish radio stations, La Poderosa and Radio Marti online will provide promotional support.

Marketing efforts will include paid and organic video FB posts from six weeks prior to the event, 1000 flyers distributed to Hampton Inn & Suites by Hilton SLS Lux Brickell, and East Miami Hotel, among others. Additional promotion will come through the GMVCB, and other organizational partners.

TDC - Marketing Details

Completed - May 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 marketing plan includes different media, such as internet, radio and social media. A page of the event will be included on the FB page of VOM, as well as those of several sister organizations, website and FB pages. Mailchimp database regular emails will invite to the event regularly.

Video links, surveys and forms of two-way communications with the possible audience will be included.

Printed materials will include ads in the Miami Herald, and El Nuevo Herald, with featured articles of the artists and choirs performing in the program. All events and performances will be included in El Clarin, a local newspaper. Multiple press releases will be sent to El Clarin, The Miami Herald, and El Nuevo Herald. We have scheduled public service announcements, and radio on-air interviews, email blasts, Facebook Event invites, Twitter, Groupon, Eventbrite invites. We will include the event in the community calendars of the cities of Miami, Miami Beach, Doral, Coral Gables, and Westchester.

We will print and distribute 3000 flyers, 1000, and place 200 posters throughout Miami-Dade County targetting hotels, restaurants, schools, universities, and music conservatories.

VOM reaches out to columnists and other members of the media inviting them to performances, and by phone, and follow up with contacts. The following radio and TV stations have agreed to advertise the program: la Poderosa and Radio Marti Online.

Six weeks prior to each event press releases will be sent to media contacts, including newspapers, a combination of paid and free websites that promote concerts and performances. This will be repeated one week prior to the event.

VOM has over 130 FB followers. The Opera Atelier has 500 + followers, while Doral Conservatory, with which Ms. Cruz and the Loyola Chorus are associated, has over 2000. The combination of those potential audience members has proven very powerful in the past.

For this program we will use a combination of free and paid marketing tools including Culture Owl. Miami ArtZine, Social Miami blasts and banners, the Greater Miami and the Beaches calendar, Zvent, and Arts and Business Council e-blasts.

VOM e-blasts and Facebook shares by sister organizations will help spread the message.

Consulates will also be approached for marketing to their constituents. An activation consisting of a short performance at the Downtown Hilton will be used as a marketing tool.

Flyers will target especially the hotels surrounding the First Presbyterian Church in Brickell.

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 Marti Online and La Poderosa radio stations have agreed to promote the event during the two weeks leading to the event, as they have done for past projects.

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):

12000

3a. How was the above estimate determined?

In relation to other programs by the organization, when we have reached a similar number of radio listeners through those channels.

TDC - Tourism Impact Projections

Completed - May 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):

865

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	880	60
Out of County	30	5
Out of State	10	2
Foreign	10	2

TOTAL Projected # of Audience Attending:

930

TOTAL Projected # Performing/Instructing:

69

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 participating hotel is Aloft Coral Gables, with 6 rooms (3 more than last year). Overnight lodging will be promoted to the attendees directly through the printed program and in advertising on the video provided before the start of the performance (The First Presbyterian Church is equipped with state of the art audiovisual equipment). A discounted rate will be offered by the hotel through a discount code to concert attendees.. In turn, the hotel will advertise the concert to its guests.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	3	
# of hotel room nights anticipated to be booked:	6	
Actual number of hotel room nights used last year:	3	

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:	3
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:	Aloft Coral Gables	3
Year 2:	Aloft Coral Gables	3
Year 3:	0	0

Performance Venue Locations and District Numbers

Completed - Apr 4 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	First Presbyterian Church of Miami
Address - venue #1	609 Brickell Avenue
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:	112

Secondary Venue #2

Secondary Venue Name - #2	Roca Theater
Address - venue #2	500 SW 127th Ave, Miami, FL 33184
City - venue #2	Miami
State - venue #2	Florida
Zip Code - venue #2	33184
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	12
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:	Voices of Miami, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration			\$0	
In-house/Salaried Personnel: Artistic		\$2,000	\$2,000	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$7,750	\$7,750	\$2,000
Contracted/Outside Other Fees/Services		\$1,200	\$1,200	
Marketing: ADV/PR/ Printing/Publications	\$3,000	\$1,200	\$4,200	\$550
Marketing: Postage/Distribution		\$400	\$400	
Marketing: Web Design/ Support/Maintenance	\$1,000	\$500	\$1,500	
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.		\$400	\$400	
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.		\$300	\$300	
Utilities		\$200	\$200	
Fundraising/Development (Non- Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials	\$1,000		\$1,000	
Other Expenses (Itemize Below)			\$0	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$5,000	\$15,850	\$20,850	\$2,550
TOTAL EXPENSES (Cash plus In-Kind)	\$23,400			
GRANT REQUEST	\$5,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$200			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

ORGANIZATION NAME:	Voices of Miami, Inc.					
REVENUES	CASH	IN-KIND	% OF CASH REVENUES			
Admissions	\$4,000		19%			
Memberships			0%			
Tuitions/Enrollment Fees	\$1,000		5%			
Contracted Services: Outside Programs/Performances	\$1,200		6%			
Contracted Services: Special Exhibition Fees			0%			
Contracted Services Other			0%			
Rental Income			0%			
Corporate Support	\$1,800	\$550	9%			
Foundation Support	\$1,000		5%			
Private/Individual Support	\$2,450	\$2,000	12%			
Other Private Support: Special Event Proceeds	\$1,400		7%			
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%			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
PROJECTED BUDGET

			0%		
			0%		
Department of Cultural Affairs Grants (Itemize below)			0%		
DAN (portion)	\$3,000		14%		
			0%		
			0%		
			Grant Amount % of Total Cash Revenues:		
SUBTOTALS	\$15,850	\$2,550	24%		
GRANT REQUESTED	\$5,000				
CASH REVENUES + GRANT REQUESTED	\$20,850				
TOTAL REVENUES (Cash plus In-Kind)	\$23,400	TOTAL IN-KIND %	12%		

[illegible]