

Application: Miami International Ballet Competition, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

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TDC Subcommittee Review Form

Completed - Dec 14 2023 - Hidden from applicant

TDC Subcommittee Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY 2023-2024 Tourist Development Council Subcommittee

Application Review

AGENDA ITEM:

4A.10

Funding Quarter

Second Quarter (events taking place between January 1 - March 31)

Grant Amount Requested:

25000

Staff Recommendation:

\$ 10,000

Organization Name:

Miami International Ballet Competition, Inc.

Project Title:

Miami International Ballet Competition 2024

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

January 17, 18, 19, 20, 21, 2024

Primary Event Location:

Julius Littman Performing Arts Theater

County Commission District - Primary Event Location:

4

Secondary Event Location:

Arts Ballet Theatre of FLorida

County Commission District - Secondary Event Location:

4

Project Synopsis:

Funds are requested to support the Miami International Ballet Competition (MIBC) participation of competitors, guest juries, workshops, and Master Classes at the Julius Littman North Miami Beach Performing Arts Theater and Arts Ballet Theatre Studios on January 17 - 21, 2024.

Previous TDC Funding:

\$15,000 (22-23); \$12,500 (21-22); {End of cycle - COVID - \$5,600 (19-20)}; \$6,300 (18-19); \$7,000 (17-18)

Other Government Funding:

State of Florida Specific Cultural Project - \$25,000

TDC - Project Description

Completed - Oct 13 2023

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, hotel usage, hotel and/or media sponsors, 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. NOTE: Space is limited, therefore, focus on the information that is pertinent to the project.

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

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

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

10. 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 a clear and concise narrative form.

The Miami International Ballet Competition (MIBC) is a cultural event that includes an international ballet competition, workshops, and masterclasses. This event is scheduled to take place from January 17 to 23, 2024, at two venues: the Julius Littman North Miami Beach Performing Arts Theater and the Arts Ballet Theater of Florida studios.

MIBC, now entering its seventh edition, draws participants not only from different states in the US but also from various countries worldwide. With an expected turnout of over 200 competitors and approximately 1,000 visitors, MIBC has evolved into a significant international gathering for dance enthusiasts.

Participants, whether local or international, benefit from a comprehensive four-day workshop and masterclasses facilitated by guest international ballet masters. In addition to enriching their skills, participants have the opportunity to receive cash awards and scholarships to prestigious schools and summer programs, both within the United States and abroad.

The competition is renowned for its distinguished panel of international jurors, a magnet for young dancers seeking apprenticeships and career opportunities with professional ballet companies. Notably, MIBC extends its accessibility to local dancers who opt not to compete but still wish to engage in the workshops, making them open to the public. MIBC's presence transcends the event itself, with robust promotion across social media platforms, radio, and television. The competition rounds, final awards ceremony, and the culminating International Ballet Celebration gala performance are all open to the public. It's important to note that the closing evening gala performance is open to all, with no TDC funds allocated for this specific component.

Competitors don't arrive alone; they bring their families, coaches, and support teams, collectively augmenting the number of visitors to our city every year. North Miami Beach has become a destination for ballet enthusiasts, and it's not just the competition that draws them. Dance businesses from across the country also set up stands at the theater, showcasing their merchandise.

MIBC also plays a crucial role in bolstering tourism and invigorating local businesses. As participants, their support teams, and audiences descend upon our city, they contribute significantly to the local economy, patronizing hotels, dining at restaurants, and shopping at local stores, including dance supply shops.

The event is meticulously planned, with the main competition hosted at the Julius Littman North Miami Beach Performing Arts Theater from January 18 to 21, 2024. The workshop and masterclasses, vital components of the event, are scheduled for January 17, 18, 19, and 20 at the Arts Ballet's studios.

The conclusion of MIBC, the closing evening performance, is scheduled for 7:00 pm on Sunday, January 21.

MIBC's global reach is marketed worldwide through media sponsors, extending its influence across international and national magazines, newspapers, television, and radio.

The event has an active presence on social media platforms, ensuring that its message and the beauty of ballet reach an extensive audience, transcending borders and cultures.

Our event has gathered worldwide recognition. Through media sponsors, international and national magazines, newspapers, television, radio, and our active presence on social media platforms, we extend our reach, sharing the

beauty of ballet far and wide.

MIBC's prestige is enhanced by the renowned founders, whose names alone draw participants and audiences alike.

Our expectations for MIBC 2024 are high, with around 1,750 people, including both audience members and participants, anticipated to join us.

This year, we're honored to host a stellar lineup of outside artists. Jennifer Kronenberg, Artistic Director of Dimensions Dance Company of Miami, Ivy Chung, Director of Ivy Chung School of Ballet in Hong Kong, Maria Torija, Director of BalletMet in Ohio, Ruben Martin from ABT New York, Ettiene Diaz from the Rock School of Ballet in Pennsylvania, and Victoria Schneider from the Harid Ballet Conservatory in Boca Raton, Florida, will all be part of this spectacular event.

Beyond the founders, Mr. Issaev and Mr. Pikieris, our dedicated team includes Ruby Issaev, Executive Director, and Eva Grossi Coordinator of the event. (Bios on the attachments)

Competitors at MIBC span ages from 9 to 25 and are classified into four divisions, representing various countries and states within the United States. Past editions of the competition, held in January since 2018 have seen nearly 900 young artists benefit immensely from the experience.

We've secured three hotels for guests and artists, reserving forty rooms. As we continue expanding our base and enhancing our marketing strategies, we anticipate continued growth and aspire to establish Miami as a prominent international dance destination.

TDC - Marketing Details

Completed - Oct 13 2023

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).

MIBC employs a multifaceted approach to marketing and promotion. While digital channels are vital, traditional methods like printing and postal mail still play a crucial role in our marketing strategy.

We collaborate with peers and colleagues who hold key positions in various dance organizations across Miami-Dade. This collaborative approach enhances our outreach and strengthens our presence in the dance community.

Our email marketing efforts are channeled through our website system (WIX), enabling us to connect with an extensive database of approximately 15,000 contacts we've gathered over the past seven years. Additionally, we've integrated Constant Contact for mass email campaigns, sending out informative monthly e-blasts to keep our audiences updated about the event.

To ensure broad media coverage, we distribute press releases and media kits to major print media outlets, community periodicals, and international dance magazines. We also benefit from the City of North Miami Beach's support through its PR and community services department, which aids in promoting the event.

We actively pursue interviews and pre-performance articles in local and international media, leveraging the power of social platforms like Instagram, Facebook, and our website at miamiibc.com.

Furthermore, we make strategic investments in advertisements and editorial articles featured in major dance and specialized publications..

Our event receives valuable coverage from Miami Dance Hub, which participates in the awards ceremony and the closing gala. ArtBurst Miami, affiliated with the Miami-Dade Department of Cultural Affairs, also features our event, with articles appearing in the printed version of the Miami Herald.

To reach a wider audience, we distribute printed flyers and postcards to local hotels, stores, and tourist attractions. Additionally, we continue to pursue interviews and pre-performance articles in various local and international media outlets.

Notably, as the "Miami International Ballet Competition" is open to the public free of charge, we broadcast the event live on our Facebook and Instagram accounts, ensuring accessibility to a global audience.

For radio and TV promotion, we secure interviews and spots with reputable outlets, including Cadena Azul, Miami Extrema, Telemundo, TV Venezuela, Miami Diario, NTN24, Radio Caracol, America TV, Columna Estilos, VDM Radio, Actualidad Media, WLRN, and CBS, among others.

Audience development is a central focus for MIBC. Over the past year, we've witnessed a substantial increase in our social media following and engagement, largely driven by partnerships with social media influencers and online activities. This trend continues to be a primary area of emphasis for 2024, and we've devised a comprehensive strategic plan that optimizes our results through partner relationships. For detailed information, please refer to the Marketing Plan in the attachments.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. This section is specific to radio and television only. *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 PARTNERS FOR RADIO AND TV:

RADIO AND TV: Interviews and spots are secured. Our PR department has already made contact with the different channels and radio stations. They will be scheduled to happen in early January of 2024.

Cadena Azul (AM Latin Radio) Miami Extrema (Online TV Show) Telemundo (Local TV/CBS) TV Venezuela (LatinTV) Miami Diario (Online Newspaper) NTN24 (Latin TV) Radio Caracol (AM Radio) America TV (Local Latin TV)Columna Estilos (Online Media), VDM Radio (Online Radio), Actualidad 1040 (Latin Radio), NPR, WLRN and CBSare some of the media outlets that will be promoting the event.

We are lucky to count on MH Storytelling, inc to continue supporting our program and obtaining sponsorships from all these Radio and TV outlets.

Press releases and media kits are sent to major radio and TV media and community periodicals as well as international dance magazines.

The City of North Miami Beach, through its PR and community services department, will also promote the event. Most recently we have secured the televising of the competition through the NMB channel.

3. Enter the estimated number of people you hope to reach through electronic media (e.g. broadcast of event over radio or television, web site, social media). This information must be consistent with the information reported in the Marketing Detail:

50000

3a. How was the above estimate determined?

MIBC maintains its enduring partnerships with prominent figures in the dance industry and remains committed to nurturing these connections while actively seeking new supporters.

We have enlisted the support of influential social media influencers such as Andreina Espino, Orlando Urdaneta, Frank Carreno, and Carla Angola, who will play a pivotal role in promoting our event. Alongside our valued local and international media sponsors, these social media influencers and their substantial follower base contribute significantly to our outreach efforts.

Additionally, our commercial sponsors, including esteemed ballet wear companies such as Zarely, Russian Pointe, SoDanca, and Ballewear, have generously provided us with access to their publicity photography featuring renowned dancers. In exchange for promoting our event with their logos, these sponsors help us garner increased attention on an international scale. They further enhance our reach by sharing our advertisements with their followers. For instance, @Zarely, with 25,000 followers, and their exclusive artist Ana Sofia Sheller from San Francisco Ballet, boasting 9,000 followers, as well as @So Danca with 15,000 followers, and @Russian Pointe with 27,000 followers, all contribute to our extended reach. Moreover, our artists, coaches, jury members, and teachers boast substantial followings on social media. Notable figures such as Diana Vishneva with 151,000 followers, Kathryn Morgan with 80,900 followers, and Karina Gonzalez with 13,900 followers, among others, significantly bolster our online presence.

@sobalarinos has generously offered its marketing services to cover our event, holding the distinction of having the largest international following within the ballet community, and boasting an impressive 400,000 followers.

MIBC maintains a collaborative approach with our scholarship partners throughout the year, actively promoting their initiatives across various platforms, including social media, print, our website, and e-blast newsletters. These partnerships serve as a mark of quality and elevate the event's reputation in the eyes of the public.

Our MIBC participants contribute to the positive buzz surrounding the event by employing popular hashtags such as #MIBC and #Miamiibc to showcase their talents to their followers. The significance of participant ambassadors, particularly award winners, cannot be overstated. Many MIBC winners frequently model and endorse the event's apparel and dance brand sponsors. This practice accelerates the growth of our social media audience, expanding our reach at an unprecedented rate.

TDC - Tourism Impact Projections

Completed - Oct 14 2023

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):

1720

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	360	70
Out of County	400	20
Out of State	450	20
Foreign	300	100

TOTAL Projected # of Audience Attending:

1510

TOTAL Projected # Performing/Instructing:

210

Participating Hotels | Room Blocks

In this section, please describe/provide:

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

Lodging information and promotion are included on our very informative webpage. Additionally, every time a competitor finalizes the registration they will receive the information of the different options we offer.

We also announce it on our social media outlets.

These are our hotel partners:

Courtyard by Marriott, Miami Aventura Mall
2825 NE 191st St, Aventura, FL 33180

Marco Polo Beach Resort
19201 Collins Avenue Sunny Isles Beach, Florida 33160

Hilton Hotel in Aventura
2885 NE 191st St, Aventura, FL 33180

We have secured 15 rooms per hotel x 5 nights of the event. This includes international guests, teachers, and MIBC staff.

Hotels are open to accept bookings for additional nights as many participants like to arrive a couple of days before to get in shape or fight jetlag. Many stay for additional nights to enjoy extra days in Miami.

Hotel and room night figures have been determined by the contracts provided by the hotels.

We expect a slight increase in the number of rooms this year since more travelers are able to come to the USA as COVID-19 restrictions have relaxed.

1. a the number of attendees is a projection based on previous years.

1. b the number of performers and instructors is based on the applications we have received at this moment.

However, it could go higher as registrations will close on December 1st.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	255	
# of hotel room nights anticipated to be booked:	270	
Actual number of hotel room nights used last year:	250	

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

Please make sure to upload the Hotel Agreements to substantiate this information.

	Room Nights Contracted
Guaranteed Room Blocks:	255
Courtesy Room Blocks:	6

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 = 2023-2024
- YEAR 2 = 2022-2023
- YEAR 3 = 2021-2022

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	Courtyard by Marriott, MiamiAventura Mall 2825 NE 191st St, Aventura, FL33180 Marco Polo Beach Resort 19201 Collins Avenue Sunny IslesBeach, Florida 33160 Hilton Aventura Miami	Marco Polo 135 Courtyard 75 Hilton 115
Year 2:	Courtyard by Marriott, MiamiAventura Mall 2825 NE 191st St, Aventura, FL33180 Marco Polo Beach Resort 19201 Collins Avenue Sunny IslesBeach, Florida 33160 Hilton Aventura Miami	Marco Polo 105 Courtyard 75 Hilton 75
Year 3:	Courtyard by Marriott, MiamiAventura Mall 2825 NE 191st St, Aventura, FL33180 Marco Polo Beach Resort 19201 Collins Avenue Sunny IslesBeach, Florida 33160	Marco Polo 135 Courtyard 115

TDC - Project Budget Summaries

Completed - Oct 14 2023

TDC - Project Budget Summaries

Project and Operating Budget Summaries

- Completed Year = 2021-2022 or calendar year 2022
- Current Year = 2022-2023 or calendar year 2023
- Projected Year = 2023-2024 or calendar year 2024

Grant Amount Requested - Projected:

\$ 25000

Total Project Budget Expenses - Projected:

\$ 145500

Do not enter commas in the amounts below (for example, enter this: \$15000, not this: \$15,000)

Organization Budget - Projected CASH Expenses:

\$ 141500

Organization Budget - Projected IN-KIND Expenses:

\$ 15000

This is an autocalculation - do not enter totals in the field below:

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 156500

Funding Category:

Continuing

Continuing Applicants

Project and Operating Budget Summaries - Current Year

Grant Award - Current Year (if you did not apply, enter N/A):	15000
Total Project Budget Expenses - Current Year:	145500
Organization Budget CASH Expenses - Current Year:	141500
Organization Budget IN-KIND Expenses - Current Year:	15000
TOTAL Organization Budget - Current Year:	156500

Continuing Applicants

Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	12,500
Total Project Budget - Completed Year:	97000
Organization Budget CASH Expenses - Completed Year:	97000
Organization Budget IN-KIND Expenses - Completed Year:	15000
TOTAL Organization Budget - Completed Year:	112000

Funding Support from the city of Miami Beach

Did you apply for financial support from the Miami Beach Visitor and Convention Authority (VCA) or the Miami Beach Cultural Arts Council (CAC) for this project?

Not Applicable - the project does not take place, in whole or in part, in the city of Miami Beach

Funding Support from the Department of Cultural Affairs

Is this project included in a **SEASON DESCRIPTION** narrative of a general operating support grant **OR** project-based grant (such as the Community Grant Program) from the Department of Cultural Affairs?

Yes

If YES, enter the following in the section below:

1. The **name** of the grant program(s) where this project is listed in the season description; and
2. The **grant-related expenses** the Department of Cultural Affairs grant (not TDC) will cover for this project.

IMPORTANT REMINDER: Projects funded through the Tourist Development Council Grant Program **cannot** apply TDC grant dollars to the same expense line items if the same project is receiving funding support from another Department grant program. Please contact the TDC Grant Administrator if you have questions or require clarification.

Miami International Ballet CELEBRATION.

Which is only the Sunday Final Gala Performance which is not funded by TDC

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	MIAMI INTERNATIONAL BALLET COMPETITION INC			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:				
Administration		\$4,000	\$4,000	
In-house/Salaried Personnel: Artistic	\$4,000	\$4,000	\$8,000	
In-house/Salaried Personnel:				
Technical/Production		\$4,000	\$4,000	\$10,000
Contracted/Outside Artistic Fees/Services		\$6,000	\$6,000	\$5,000
Contracted/Outside Other Fees/Services		\$15,000	\$15,000	
Marketing: ADV/PR/ Printing/Publications	\$7,000	\$6,000	\$13,000	
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/ Support/Maintenance	\$9,500	\$10,500	\$20,000	
Travel: In County			\$0	
Travel: Out of County		\$20,000	\$20,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$2,500	\$2,500	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.	\$3,500	\$2,500	\$6,000	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.	\$1,000	\$2,000	\$3,000	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$1,000	\$1,000	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$1,500	\$1,500	
Other Expenses (Itemize Below)				
PRIZES AND AWARDS		\$10,000	\$10,000	
HOTELS		\$14,000	\$14,000	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$105,500	\$130,500	\$15,000
TOTAL EXPENSES (Cash plus In-Kind)	\$145,500			
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)	\$4,000	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	MIAMI INTERNATIONAL BALLET COMPETITION INC		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees	\$70,000		54%
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	\$10,500	\$15,000	8%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Sapecific Cultural Project	\$25,000		19%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
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	\$105,500	\$15,000	19%
GRANT REQUESTED	\$25,000		
REQUESTED	\$130,500		
TOTAL REVENUES (Cash plus In-Kind)	\$145,500	TOTAL IN-KIND %	11%