

Application: Miami Light Project, Inc.

Elizabeth Boone - beth@miamilightproject.com
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: FY_2023-2024-00000000628
Last submitted: Dec 1 2023 06:48 PM (EST)
Labels: 2023-2024, Second Quarter, Courtesy Review, FY 2023-2024 FNL Q2, Corrections Ready, Request Approved

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.11

Funding Quarter

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

Grant Amount Requested:

10000

Staff Recommendation:

\$ 10,000

Organization Name:

Miami Light Project, Inc.

Project Title:

Global Cuba Fest 2024

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

March 2 and 9, 2024

Primary Event Location:

Miami Beach Bandshell

County Commission District - Primary Event Location:

4

Secondary Event Location:

Miami-Dade County Auditorium

County Commission District - Secondary Event Location:

5

Project Synopsis:

Funds are requested to support the Global Cuba Fest 2024 - an internationally recognized festival featuring leading musicians from Cuba and the Cuban Diaspora. Miami Light Project will co-present the 2024 festival edition with FUNDarte at the Miami Beach Bandshell and at Miami-Dade County Auditorium on March 2nd and 9th, 2024. Artists include: Omar Sosa Quarteto Americanos, Ernan Lopez-Nussa Trio and Rolando Luna's Quartet.

Previous TDC Funding:

\$10,000 (22-23); \$10,000 (21-22); {End of cycle - COVID - \$12,000 (19-20)}; \$15,000 (18-19); \$15,000 (17-18); {End of cycle - \$9,000 (16-17)}; \$10,500 (15-16); \$12,000 (14-15); \$13,500 (13-14); \$15,000 (11-12); {\$5,000 (08-09) - End of Cycle}; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (03-04); \$5,000 (02-03)

Other Government Funding:

State of Florida Division of Arts and Culture - \$10,000

TDC - Project Description

Completed - Oct 5 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.

Funds are requested to support the Global Cuba Fest 2024. Launched by Miami Light Project and FUNDarte in 2008, Global Cuba Fest is an internationally acclaimed celebration of the rhythms, music and culture of Cuba. Annually, Global Cuba Fest enriches Miami's music scene with the sounds of today's leading musicians direct from Cuba and from the Cuban Diaspora.

Miami Light Project will co-present the 2024 festival edition with FUNDarte at the Miami Beach Bandshell and at Miami-Dade County Auditorium on March 2nd and 9th, 2024. Artists include: Omar Sosa Quarteto Americanos, Eman Lopez-Nussa Trio and Rolando Luna's Quartet.

Global Cuba Fest programming engages everyone interested in experiencing the latest projects from leading Cuban musicians. Activities include:

a) Omar Sosa Quarteto Americanos at the Miami Beach Bandshell on Saturday March 2nd, 2024. Drawing inspiration from every corner of the world, pianist and composer Omar Sosa centers vital influences from Cuba, West Africa, and varied regions of Latin America, as well as electronic elements. Omar is a multi-Grammy nominee and Smithsonian Lifetime Achievement Award winner. Performance lineup includes: Omar Sosa, piano, keyboards; Peter Apfelbaum, saxophones; Ernesto Mazar Kindelán, bass; and Josh Jones, drums.

b) Piano Marathon 'Cubano' featuring Ernán López-Nussa Trio and Rolando Luna 's Quartet at the Miami-Dade County Auditorium on Saturday March 9th, 2024. The Cuban pianist Ernán López Nussa is a seasoned and meticulous artist who has built an international reputation on his ability to combine rhythm, lyricism and fusion in an authentic manner. Rolando is one of the contemporary pianists who has been most involved in the history of Cuban music, participating in more than 200 albums over the past 20 years.

Ticket prices are \$40 (general admission) and \$35 (Students, Senior Citizens and Miami Beach residents).

Miami Light Project anticipates that over 1,200 people will attend the festival at Miami Beach Bandshell and at Miami-Dade County Auditorium (mid-stage configuration). We forecast that 20% of spectators will be tourists.

The Global Cuba Fest has helped fuel the tremendous cultural growth that Miami-Dade County has experienced for 16 years, generating positive media coverage (English and Spanish-speaking media) and making our community a popular destination for culturally diverse travelers. We often present first-time appearances and internationally recognized musicians in Miami-Dade County. For these reasons, we have been successful in attracting the press and extensive electronic media attention, increasing the organization's potential to reach audiences from outside our immediate community.

Our marketing plan focuses on radio outlets and is augmented with press, and electronic & digital marketing coverage including English and Spanish-speaking media. Local, national and international arts writers receive press kits, calendar listings and PSAs one month prior to the festival. We engage with our audience via social media tools and via e-mail blasts. One of our key marketing strategies for audience development is to establish cross promotion with our co-presenter FUNDarte, and with our partners including: The Rhythm Foundation, Miami Beach Bandshell, City of Miami Beach, Miami-Dade County Auditorium, Miami Theater Center; and with other local like-minded arts organizations.

The media committed to covering Global Cuba Fest 2024 include WDNA, Miami Herald/El Nuevo Herald, MiamiArtzine, Artburstmiami.com and Miami New Times. The anticipated media to cover the festival include Diario Las Americas, Sun Sentinel, Telemundo and Mega TV.

The Seaside All Suites Hotel in Miami Beach and Tru by Hilton located in Miami West Brickell are serving as sponsor hotels for the Global Cuba Fest 2024. Miami Light Project and FUNDarte have booked 6 rooms for 2 nights at the Seaside All Suites and 2 rooms for 5 nights at Tru by Hilton on March 1 – 10, 2024. These rooms will house artists.

TDC funding will help Miami Light Project to bring and present acclaimed Cuban artists in Miami-Dade County, and to develop a robust advertising campaign to attract tourists.

Our key partner in this project is FUNDarte - an arts organization that is dedicated to producing, presenting, and promoting music, theater, dance, film and visual arts with an emphasis on Hispanic arts & culture.

Between November and December 2023, we will negotiate and sign contract with Cuban musicians, and will start developing a marketing campaign (online/traditional). Between January and February 2024, we will produce the Global Cuba Fest video trailer, develop the festival press release and start marketing campaign on radio, online and print. In March 2024, we will present Global Cuba Fest at various venues in Miami-Dade County.

TDC - Marketing Details

Completed - Oct 5 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).

Miami Light Project develops a variety of marketing efforts to reach our target audience, whom is reflective of the diverse community of Miami-Dade County: 68% Hispanic or Latino; 18% Black/African American; and 14% White alone and not Hispanic or Latino. We pride ourselves on having developed an audience, reflective of all cultural and socio-economic groups that comprise Miami.

Our marketing plan focuses on radio outlets, print, press and digital marketing coverage including English and Spanish-speaking media. Miami Light Project also develops partnerships with like-minded arts organizations through cross promotions, and special events that tie in with Global Cuba Fest.

Marketing strategies include:

WEB, SOCIAL MEDIA: We have an active presence on the social networking sites Facebook and Instagram where we are able to promote Global Cuba Fest and interact with our patrons as well as the artist. By leveraging electronic media, including email, websites, and social networking sites, we reach a much wider audience than if it relied solely on a traditional marketing mix. We develop an online marketing campaign on sites including, but not limited to Miami New Times, Miami Herald/El Nuevo Herald (event post), Diario Las Americas, MiamiArtzine, Artburst Miami, and SouthFlorida.com. Miami Light Project has a robust email list (18,500+ subscribers), all of whom receive weekly email-blasts about our upcoming activities.

A new effort to generate tourism and audience development is to target key markets when purchasing ads on social media to promote our live concerts. Markets may include: New York, Los Angeles, San Francisco, Washington DC, Spain & Mexico.

PROMOTIONAL VIDEO – We produce a video trailer, which includes sneak peek of the Global Cuba Fest artists music video. The video trailer is an excellent marketing tool to promote the musicians and attract new audiences to our shows.

CROSS PROMOTION: We link to partners' websites, and reach their constituencies through e-mails, flyers, cross promotions and joint advertising. Key cross promotion partners are FUNDarte and The Rhythm Foundation. In

collaboration with FUNDarte, we are also able to reach the Hispanic/Latin community by promoting the Global Cuba Fest in newspapers and TV, including El Nuevo Herald, Diario Las Americas, Telemundo & Mega TV.

PRINT: We print 2,000 postcards and 50 posters to promote the festival, and hire a street team to distribute the material at local businesses and events.

RADIO: We buy an average of 30 radio ads (30-second spot) and live mentions on WDNA 88.9 FM Serious Jazz radio station and WLRN 91.3 FM.

TV: We pitch for TV interviews with lead musicians on Telemundo 51 (South Florida) and Mega TV.

PRESS: Local and national arts writers and editors receive press kits, calendar listings and PSAs one month prior to performances. The high caliber and interest of our programs generate extensive media coverage.

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.*

Radio stations include: The WDNA 88.9FM Serious Jazz and WLRN South Florida Public radio (please see letters of support) are committed as media sponsors to covering the Global Cuba Fest 2024.

The television stations/media sponsors that are anticipated to cover Global Cuba Fest include Telemundo 51 (South Florida) and Mega TV.

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:

1000000

3a. How was the above estimate determined?

Miami Light Project estimates to reach over 1,000,000 people through electronic media including WDNA, WLRN, Telemundo 51 and Mega TV, websites and social media. This is an estimate of how many listeners, viewers and followers will see or hear about the Global Cuba Fest 2024 coverage in a period of 2 weeks.

According to WLRN Public Radio Station Audience Data report, 91.3FM reaches 350,000 listeners weekly. Based on WDNA Media Kit, the public radio station reaches 90,000 persons weekly. Anticipated number of media impressions for Miami Herald, El Nuevo Herald and New Times website is 300,000. Anticipated numbers of social media impressions include: Facebook (11,090/month x 12) = 133,080; and Instagram (5,925/week x 52 weeks = 308,100).

TDC - Tourism Impact Projections

Completed - Oct 5 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):

1200

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

20

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	950	6
Out of County	120	4
Out of State	80	6
Foreign	50	4

TOTAL Projected # of Audience Attending:

1200

TOTAL Projected # Performing/Instructing:

20

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)

Miami Light Project develops partnership with local hotels to host artists during Global Cuba Fest, and we promote these hotels by including their logos in the festival's marketing materials (video trailer, poster, postcard, email blast and our website). For the Global Cuba Fest 2024, the Seaside All Suites Hotel (in Miami Beach) and Tru by Hilton Hotel (in Miami West Brickell) are serving as our sponsor hotels. Seaside All Suites Hotel blocked 6 rooms for 2 nights on March 1-2, 2024, and Tru by Hilton blocked 2 rooms for 5 nights on March 5-10, 2024. As such, we have a total of 22 hotel room nights blocked for Global Cuba Fest 2024. Uploaded please see the letter of support from each hotel. The rooms will be used to house artists. In the Global Cuba Fest 2023 (funded by TDC), we used 20 hotel room nights to accommodate the guest artists at the Tru by Hilton Hotel.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	22	
# of hotel room nights anticipated to be booked:	30	
Actual number of hotel room nights used last year:	20	

Guaranteed / Courtesy Room Nights Chart

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

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

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	22

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:	Seaside All Suites Hotel and Tru by Hilton Hotel	12, 10
Year 2:	Tru by Hilton	20
Year 3:	The Vagabond Hotel, Seaside All Suites Hotel and the Baltic Hotel Miami Beach	12, 10, 7

TDC - Project Budget Summaries

Completed - Dec 1 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:

\$ 10000

Total Project Budget Expenses - Projected:

\$ 62000

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

Organization Budget - Projected CASH Expenses:

\$ 759300

Organization Budget - Projected IN-KIND Expenses:

\$ 21000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 780300

Funding Category:

Continuing

Continuing Applicants**Project and Operating Budget Summaries - Current Year**

Grant Award - Current Year (if you did not apply, enter N/A):	10000
Total Project Budget Expenses - Current Year:	61000
Organization Budget CASH Expenses - Current Year:	1125500
Organization Budget IN-KIND Expenses - Current Year:	12000
TOTAL Organization Budget - Current Year:	1137500

Continuing Applicants**Project and Operating Budget Summaries - Completed Year**

Grant Award - Completed Year (if you did not apply, enter N/A):	10000
Total Project Budget - Completed Year:	77000
Organization Budget CASH Expenses - Completed Year:	781500
Organization Budget IN-KIND Expenses - Completed Year:	12000
TOTAL Organization Budget - Completed Year:	793500

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?

No

Provide an explanation as to why your organization is not pursuing financial support from the Miami Beach VCA or the Miami Beach CAC.

Miami Light Project is receiving financial support from Miami Beach CAC to present another project - ScreenDance Miami 2024.

But please note that we are receiving a rent waiver fee from Miami Beach CAC to present Global Cuba Fest 2024 at the Miami Beach Bandshell.

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?

No

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Miami Light Project, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration	\$0	\$5,000	\$5,000	
In-house/Salaried Personnel: Artistic	\$2,000	\$3,000	\$5,000	
In-house/Salaried Personnel: Technical/Production	\$0	\$2,500	\$2,500	
Contracted/Outside Artistic Fees/Services	\$7,000	\$8,000	\$15,000	
Contracted/Outside Other Fees/Services	\$0	\$3,000	\$3,000	
Marketing: ADV/PR/ Printing/Publications	\$1,000	\$3,000	\$4,000	
Marketing: Postage/Distribution	\$0	\$1,000	\$1,000	
Marketing: Web Design/ Support/Maintenance	\$0	\$500	\$500	
Travel: In County	\$0	\$6,000	\$6,000	
Travel: Out of County	\$0	\$3,000	\$3,000	
Equipment Rental	\$0	\$0	\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$0	\$2,000	\$2,000	
Equipment Purchase	\$0	\$0	\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.	\$0	\$0	\$0	
Space Rental	\$0	\$0	\$0	
Space Rental / for Performance, Exhibitions, Events, etc.	\$0	\$3,000	\$3,000	\$8,000
Mortgage/Loan Payments	\$0	\$0	\$0	
Insurance	\$0	\$0	\$0	
Insurance / for Performance, Exhibitions, Events, etc.	\$0	\$1,000	\$1,000	
Utilities	\$0	\$0	\$0	
Fundraising/Development (Non-Personnel)	\$0	\$0	\$0	
Merchandise/Concessions/Gift Shops	\$0	\$0	\$0	
Supplies/Materials	\$0	\$500	\$500	
Other Expenses (Itemize Below)				
Documentation (video/photos)		\$1,500	\$1,500	
Hospitality		\$1,000	\$1,000	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$10,000	\$44,000	\$54,000	\$8,000
TOTAL EXPENSES (Cash plus In-Kind)	\$62,000			
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	
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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Miami Light Project, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions	\$22,000		41%
Memberships	\$0		0%
Tuitions/Enrollment Fees	\$0		0%
Contracted Services:			
Outside Programs/Performances	\$0		0%
Contracted Services:			
Special Exhibition Fees	\$0		0%
Contracted Services			
Other	\$0		0%
Rental Income	\$0		0%
Corporate Support	\$0	\$8,000	0%
Foundation Support	\$10,000		19%
Private/Individual Support	\$2,000	\$0	4%
Other Private Support:			
Special Event Proceeds	\$0		0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Culture	\$10,000		19%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$44,000	\$8,000	19%
GRANT REQUESTED	\$10,000		
REQUESTED	\$54,000		
TOTAL REVENUES (Cash plus In-Kind)	\$62,000	TOTAL IN-KIND %	15%