

Application: National Foundation for Advancement in the Arts, 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.12

Funding Quarter

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

Grant Amount Requested:

35000

Staff Recommendation:

\$ 16,000

Organization Name:

National Foundation for Advancement in the Arts, Inc.

Project Title:

2024 National YoungArts Week

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

January 6, 7, 8, 9, 10, 11, 12, 13, 14, 2024

Primary Event Location:

YoungArts Campus

County Commission District - Primary Event Location:

3

Secondary Event Location:

New World Center

County Commission District - Secondary Event Location:

5

Project Synopsis:

Funds are requested to support 2024 National YoungArts Week, held in Miami at the YoungArts Campus and at other partner venues between January 6–14, 2024. Young artists (ages 15–18) from across the country and around the world participate in an all-expenses-paid, weeklong training program in Miami where YoungArts winners with distinction participate in classes with distinguished guest artists and present their work to the public through showcases at New World Center and YoungArts' Campus.

Previous TDC Funding:

\$25,000 (22-23); \$20,000 (21-22); {End of cycle - COVID - \$12,000 (19-20)}; \$15,000 (18-19); \$15,000 (17-18); (\$9,000 (16-17) - End of Cycle); \$10,500 (15-16); \$12,000 (14-15); \$13,500 (12-13); \$15,000 (11-12); (\$9,000 (10-11) - End of Cycle); \$10,500 (09-10); \$12,000 (08-09); \$13,500 (07-08); \$15,000 (05-06)

Other Government Funding:

MDC Youth Arts Miami - \$160,000

City of Miami Beach Cultural Affairs Council - \$20,000

Miami Downtown Development Authority - \$10,000

Florida Dept of State, Arts and Culture - \$104,900

TDC - Project Description

Completed - Nov 30 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.

YoungArts respectfully requests a grant of \$35,000 to support YoungArts' signature program, National YoungArts Week, in 2024. The program will take place January 6–14, 2024 in Miami, FL and will welcome 150 young artists (ages 15-18) across 10 disciplines (Classical Music, Dance, Design Arts, Film, Jazz, Photography, Theater, Visual Arts, Voice and Writing) for a week-long artistic training program. The week will also feature nightly public performances at New World Center and YoungArts' Campus that will engage the local community and draw tourists to the area.

National YoungArts Week offers a life-changing week of training, performing and community-building for participating artists. These artists travel to Miami for the program from across the country and around the world. In 2023, artists represented 38 states and Washington, D.C., as well as international countries including Canada, Germany, India, Korea and Taiwan. Based on participant data, 93% of attendees traveled to YoungArts from outside of Miami Dade County.

While attending National YoungArts Week, participating artists will partake in 40 hours of intensive programming—classes, coaching sessions, workshops and more. All classes will be led by well-known creative leaders. Select guest artists from the prior year include conductor Gerard Schwarz, jazz saxophonist Charles McPherson, poet Richard Blanco, actor BD Wong and multi-hyphenate performance artist Taylor Mac, each of whom has a wealth of experience and has received recognition for their contribution to their field. Access to these professionals provides invaluable career training to young artists.

Another highlight of National YoungArts Week is the opportunity for the young artists to share their work with the community—locals and tourists alike—through public showcases. These nightly performances are held at New World Center in Miami Beach and at the YoungArts Campus in downtown Miami. Last year, the public performances welcomed over 2,000 in-person attendees and 1,200 unique livestream viewers. Based on audience survey data, 67% of in-person attendees traveled to the performances from outside Miami-Dade County.

National YoungArts Week is YoungArts' signature program and has been an annual offering since 1982. As such, YoungArts conducts a robust marketing campaign that incorporates email, print, digital and social media to promote the program nationally. More detail on this plan is included in the "Marketing Details" section of this proposal.

YoungArts' mission is to identify exceptional young artists, amplify their potential, and invest in their lifelong creative freedom. National YoungArts Week is a key way in which we work towards this goal—by bringing the most talented young artists to Miami and sharing their work with a national community, we are encouraging and empowering the next generation of artistic leaders.

A grant from the Miami-Dade County Tourist Development Council will provide vital funds to support the success of

the 2024 National YoungArts Week, marking the signature event as a continued draw for tourists traveling to Miami.

TDC - Marketing Details

Completed - Oct 9 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).

YoungArts will use a robust marketing and public relations strategy to build organizational awareness, uplift the artists it serves and engage new and current audiences as we approach National YoungArts Week in January 2024. Strategy will include local, regional and national print media; media partnership; extensive local, regional and national outreach; print and digital advertising; and social media campaigns.

YoungArts looks forward to promoting opportunities for public engagement at New World Center with a dedicated marketing campaign that will utilize digital media promotion including website; emails; a press release; feature articles; TV and radio coverage; digital ads; and print advertising. We estimate publishing a range of 20-30 posts, including additional photo and video content that shares behind-the-scenes previews and interviews, performance clips and more.

National YoungArts Week performances will also be live streamed for audiences across the country and around the world. We plan to send a series of broad and segmented emails to promote in-person event attendance and viewing of live-streamed performances, as well as general coverage of the entire week (including master classes). Our distribution list totals almost 40,000 subscribers, of which an estimated 25,000 have IP addresses outside the state of Florida.

This promotion will be supplemented with a robust social media campaign including promotion on Facebook (@YoungArtsFoundation; 59,446 followers), Twitter (@YoungArts; 10,692 followers) and Instagram (@YoungArts; 54,000 followers).

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.*

YoungArts anticipates engaging multiple media partners including Cultured Magazine, Dance Media, JazzED Magazine and the Miami Herald. YoungArts also collaborates with other organizations to spread the word about National YoungArts Week, encouraging widespread attendance and engagement. Cross-promotion in Miami is anticipated with the Arsht Center of the Performing Arts, Beacon Council, Frost Museum of Science, Frost School of Music, GMCVB, Miami City Ballet, Miami DDA, New World Center and Pérez Art Museum Miami.

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:

250000000

3a. How was the above estimate determined?

The above estimate is based on past marketing data collected by YoungArts.

TDC - Tourism Impact Projections

Completed - Oct 9 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):

3150

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	228	7
Out of County	91	3
Out of State	2785	89
Foreign	46	1

TOTAL Projected # of Audience Attending:

3150

TOTAL Projected # Performing/Instructing:

100

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)

As artists confirm participation in National YoungArts Week during the month of December 2023, they will be automatically assigned to rooms in the room block. Further, email communications are sent to parents notifying them of room block options made available to them at the YoungArts group rate. For the 2024 program, YoungArts looks forward to continuing the partnership with Marriott Miami Biscayne Bay, with whom our contract agrees to hold 2,360 room nights. This number represents an expansion of our partnership with Marriott, as participating artists will stay in single rooms to maintain social distancing and comply with COVID-19 guidelines. YoungArts has determined these room figures based on previous years' experiences, program capacity, and event RSVP. YoungArts partnered with the Marriott Miami Biscayne Bay for the 2023 National YoungArts Week and used a total of 277 rooms.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	2360	
# of hotel room nights anticipated to be booked:	2360	
Actual number of hotel room nights used last year:	1950	

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:	2360
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 = 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:	Marriott	2,360
Year 2:	Marriott	1,950
Year 3:	Marriott	98

TDC - Project Budget Summaries

Completed - Oct 9 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:

\$ 35000

Total Project Budget Expenses - Projected:

\$ 2923658

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

Organization Budget - Projected CASH Expenses:

\$ 10025828

Organization Budget - Projected IN-KIND Expenses:

\$ 212000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 10237828

Funding Category:

Continuing

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

Grant Award - Current Year (if you did not apply, enter N/A):	25000
Total Project Budget Expenses - Current Year:	2346702
Organization Budget CASH Expenses - Current Year:	8142947
Organization Budget IN-KIND Expenses - Current Year:	106913
TOTAL Organization Budget - Current Year:	8249860

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

Grant Award - Completed Year (if you did not apply, enter N/A):	20000
Total Project Budget - Completed Year:	1150816
Organization Budget CASH Expenses - Completed Year:	8545679
Organization Budget IN-KIND Expenses - Completed Year:	0
TOTAL Organization Budget - Completed Year:	8545679

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?

Yes

Provide the name of the Miami Beach grant program, amount requested and amount awarded (if applicable) for this project.

Cultural Arts Council: \$20,000 requested for 2024 National YoungArts Week (submitted 02.15.2022)

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.

Youth Arts Miami; \$160,000 requested in support of contracted/outside artistic fees and services for 2023-24 programming (total line item budget \$1,063,730).

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	National Foundation for Advancement in the Arts, Inc. d.b.a. YoungArts			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:			\$0	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$406,614	\$406,614	
Contracted/Outside Other Fees/Services		\$614,375	\$614,375	
Marketing: ADV/PR/Printing/Publications	\$35,000	\$42,230	\$77,230	
Marketing: Postage/Distribution		\$19,160	\$19,160	
Marketing: Web Design/Support/Maintenance			\$0	
Travel: In County		\$650,650	\$650,650	
Travel: Out of County		\$179,475	\$179,475	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$53,350	\$53,350	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$40,500	\$40,500	\$212,000
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		\$665,300	\$665,300	
Other Expenses (Itemize Below)				
Other Administrative Expenses		\$5,004	\$5,004	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$35,000	\$2,676,658	\$2,711,658	\$212,000
TOTAL EXPENSES (Cash plus In-Kind)	\$2,923,658			
GRANT REQUEST	\$35,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	National Foundation for Advancement in the Arts, Inc. d.b.a. YoungArts		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$12,000		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	\$274,137	\$212,000	10%
Foundation Support	\$1,245,673		46%
Private/Individual Support	\$493,446		18%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Florida Dept of State, Arts and Culture	\$104,900		4%
			0%
			0%
Government Grants: Local (Itemize below)			
City of Miami Beach, CAC	\$20,000		1%
Miami Downtown Development Authority	\$10,000		0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)	\$356,503		13%
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%
Youth Arts Miami	\$160,000		6%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$2,676,658	\$212,000	1%
GRANT REQUESTED	\$35,000		
CASH REVENUES + GRANT	\$2,711,658		
TOTAL REVENUES (Cash plus In-Kind)	\$2,923,658	TOTAL IN-KIND %	8%