

Application: National LGBTQ Task Force

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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.13

Funding Quarter

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

Grant Amount Requested:

22500

Staff Recommendation:

\$ 22,500

Organization Name:

National LGBTQ Task Force

Project Title:

2024 Winter Party Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

February 28, 29 & March 1, 2, 3, 4, 5, 2024

Primary Event Location:

The Royal Palm

County Commission District - Primary Event Location:

5

Secondary Event Location:

Palace South Beach

County Commission District - Secondary Event Location:

5

Project Synopsis:

Funds are requested to support the 31st annual Winter Party Festival, an annual, weeklong celebration taking place Feb 28-Mar 5, 2024 at locations throughout Miami-Dade County, with the Royal Palm South Beach hotel as our host and center of Festival operations. Winter Party will feature between 12-15 events and attract an estimated 10,000 tourists to Miami from throughout the U.S. and more than 40 other countries around the world.

Previous TDC Funding:

\$25,000 (22-23); {End of cycle - COVID - \$15,000 (19-20)}; {End of Cycle - \$10,000 (18-19)}; \$7,000 (17-18); \$8,000 (16-17); \$9,000 (15-16); \$10,000 (14-15); {End of cycle - \$10,000 (13-14)}; \$7,000 (12-13); \$8,000 (11-12); \$10,000 (10-11); \$10,000 (09-10)

Other Government Funding:

Miami Beach VCA - \$32,000

TDC - Project Description

Completed - Oct 14 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 National LGBTQ Task Force's Winter Party Festival is a week-long celebration for members of the lesbian, gay, bisexual, transgender and queer (LGBTQ) community and our allies. The Festival takes place annually at the beginning of March in Miami-Dade County, through a host hotel in South Beach. 2024 represents the 31st year of Winter Party Festival, scheduled to take place February 28 thru March 5. The 2024 Festival will include approximately 12 ticketed and free events that will attract an estimated 8,500 to 10,000 guests (a majority of which are tourists from outside of Miami-Dade County, including anticipated visitors from as many as 40 other countries around the world). At least two events will be free of charge and open for anyone to attend. Most of the events will be ticketed and/or included in multi-event festival passes, ranging in price from \$30 to \$275 for individual tickets, \$310 to \$725 for our multi-event passes, and \$3,000 to \$5,000 for our ultra-VIP private cabanas.

We utilize an aggressive marketing campaign showcasing Miami-Dade County and Miami Beach specifically as a premiere tourist destination, welcoming and friendly toward LGBTQ people. Additionally, our marketing campaign aims to build on and diversify our current audience by targeting women, people of color and transgender / non-binary individuals. We utilize a strategic celebrity and micro-influencer program to help draw in new guests from our target demographics. Our marketing strategy draws on local, regional, national and international partners, many of whom provide in-kind advertising, or engage in advertising swaps with Winter Party. The Task Force also leverages its extensive relationship with LGBTQ news networks, conducts targeted outreach through its social media platforms, and sends at least thirty dedicated e-mail blasts to its 12,000-member mailing list each cycle.

The Task Force dedicates significant staff and resources to produce Winter Party Festival, including maintaining dedicated office space in Miami Beach. We have three full-time events-focused staffers and two full-time fundraising-focused staffers all based in Miami. In addition, Additionally, we manage a steering committee of roughly 50 year-round volunteers and up to 250 week-of volunteers that help plan and execute every element of Winter Party Festival, including planning programming, recruiting talent / performers, and soliciting sponsorship.

This year we are returning to the Royal Palm South Beach hotel as our official host hotel; we have an active contract for 444 room nights at this property. Additionally, we're in active negotiations with Axel Hotel Miami Beach as our overflow property, primarily for staff and talent. We will require an additional 100 room night at least at this property, bringing our total to roughly 550 room nights on contract. It's noteworthy that only 16% of our guests report staying in one of our pre-selected host hotels, while 47% of our guests report staying in some other nearby hotel in Miami Beach, thereby making the actual economic impact of the Festival much greater than just the rooms we have on contract directly.

Among the events planned so far include our signature event, The Beach Party, taking place near Lummus Park in Miami Beach and featuring a full on-site custom build-out that will accommodate up to 5,000 guests for an afternoon into evening sunset dance on the beach. We are also planning a Welcome Reception at the host hotel,

where we'll also produce a Friday afternoon pool party. We're planning a VIP Reception at a nearby hotel in South Beach, perhaps the Esme. Our popular Under One Sun event will return to Oasis Wynwood, and our Saturday and Sunday night events will return to the newly remodeled M2 Nightclub in South Beach. Other events are being planning with Axel Hotel, Palace Bar, and Exchange Miami, and at least two additional nightclub venues off the beach and somewhere else in Miami.

TDC - Marketing Details

Completed - Oct 14 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).

Each year the Task Force events team and Winter Party committee develops a comprehensive marketing strategy for Winter Party Festival by carefully analyzing metrics from the previous event cycle, seeking to draw on the successes and learn from the challenges of the prior year. We have strategies in place for email/web, multiple social media platforms, and Google's remarketing tools. We utilize Facebook conversions and Google pixel to help us track from where each sale originates. We've executed successful multi-cultural marketing strategies in years prior, which resulted in an increase in attendance from our target demographics including Hispanic and Asian American communities, and a tangible increase in female and transgender guests most recently. Winter Party is committed to attracting and hosting a diverse group of guests across many socioeconomic, racial, gender and sexual identity groups.

Aside from a robust advertising and media plan, we also have an email messaging schedule for festival announcements, which goes out to our list of approximately 12,000 subscribers, as well as a social media strategy to target LGBTQ guests from all over the world, with a special focus on several major metropolitan areas such as Southern California, the Pacific Northwest, Chicago, NYC and the tri-state region. Outside of the U.S. we typically advertise in Brazil, Mexico, Canada, Spain and the UK, and Greece. Throughout the 2023 event cycle we achieved 56 digital placements garnering over 5.32M impressions and 12 broadcast placements with a total viewership of 358k. We anticipate similar results from our 2024 campaign.

Over several years, we've developed a robust and highly successful micro-influencer campaign in which we strategically select and recruit influencers on Instagram and Tik Tok from target demographics and regions. Our influencer marketing campaign from 2023 featured roughly a dozen influencers and reached roughly 3.4M people with every sponsored post they made on our behalf.

Historically we have worked with LGBTQ and mainstream media outlets that have run the gamut. This year we are actively pursuing national media partnerships with Equal Pride, Edge Media, OutClique, and National LGBT Media Association, and also continuing agreements with local / regional outlets including Happening Out and Wire Mag. Our media plan also consists of advertising and promotional exchanges with our partners, including Alegria, Pines Party, and NYC Pride (New York City), Black & Blue (Montreal), Circuit Festival (Barcelona), Cherry Fund (DC),

Circuit Mom (Chicago), Hell & Heaven (Brazil), and Purple Party (DC)

As part of our media plan, we will produce and release a promotional video series, primarily for YouTube and TikTok and then then re-shared across our other social media channels. These videos each draw thousands of views and have a direct and positive impact on ticket/pass and hotel sales.

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.*

In prior years, the Task Force maintained a multi-year partnership with Atlantic Broadband that delivered 1335 TV spots in South Florida in the 4-6 weeks leading up to the Festival, reaching an estimated 265,000 viewers. However, in the recent couple of years we have decided against TV advertising, which has proven to be costly and ineffective means of reaching our audience compared to other advertising platforms. For example, our celebrity and micro-influencer program can reach up to 10 times the audience at little to no cost of running ads on TV. As a result, we have pivoted away from TV and radio in recent years.

Having said that, we still rely heavily on earned media in the weeks prior to the Festival. Working in conjunction with our PR Firm, we secured 12 broadcast placements in the 2023 cycle and reached an estimated 358,000 viewers. Because it's fairly commonplace for Winter Party to draw celebrity guests, we can expect some level of earned media attention at the Festival each year, even while our media campaigns do not prioritize this advertising medium quite as heavily as we used to.

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:

1000000000

3a. How was the above estimate determined?

In 2023 our media campaign reached a whopping 5.04 billion people (billion with a B), far surpassing the success of any previous cycle. Much of this success can be attributed to Lucky Break, our PR firm of record during the 2023 cycle. Because the Task Force turned 50 years old in 2023, we hired the very best publicists we could find, and they certainly delivered far beyond our expectations. For the 2024 cycle our PR will be handled in-house, and while we'll certainly employ many of the great new connections and tactics we learned from our partners at Lucky Break this past year, we also recognize that our overall reach will not be anywhere near what they delivered. As such, the estimate above represents 1/5 of our reach from last year.

TDC - Tourism Impact Projections

Completed - Oct 16 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):

8500

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	1530	18
Out of County	1360	16
Out of State	4505	53
Foreign	1105	13

TOTAL Projected # of Audience Attending:

8500

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)

At the moment we sign a contract with our host and overflow hotels, we add a page to the website promoting the hotel and a hotel banner at the bottom of every email we send out, devoted to driving traffic to our hotel booking page. We actively publicize the property and promote the benefits of staying at the center of the Festival with 3-5 hotel-specific promotional posts on social media. Occasionally (not every year) we will also run a hotel promotion if needed, if our bookings are behind or lower than expected.

This year we have active contract with both the Royal Palm South Beach Hotel for 444 room nights on contract. Additionally, we are in active discussions with Axel Hotel to function as our backup / overflow hotel, which should deliver an additional 100+ room nights contracted in the coming weeks.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	8	
# of hotel room nights anticipated to be booked:	444	
Actual number of hotel room nights used last year:	559	

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:	444
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:	Royal Palm	444
Year 2:	Royal Palm Axel Hotels	429 130
Year 3:	NA	NA

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:

\$ 22500

Total Project Budget Expenses - Projected:

\$ 1615000

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

Organization Budget - Projected CASH Expenses:

\$ 10337347

Organization Budget - Projected IN-KIND Expenses:

\$ 0

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 0

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:	2000915
Organization Budget CASH Expenses - Current Year:	9250984
Organization Budget IN-KIND Expenses - Current Year:	0
TOTAL Organization Budget - Current Year:	9250984

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

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

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.

VCA awarded us \$40,000 last year. For the current year we are in process of submitting an application, this year we are requesting \$32,000, which was awarded to us on Nov 29, 2023.

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:				
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration			\$0	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$59,347	\$59,347	
Contracted/Outside Other Fees/Services		\$421,000	\$421,000	
Marketing: ADV/PR/ Printing/Publications		\$51,700	\$51,700	
Marketing: Postage/Distribution		\$1,000	\$1,000	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County			\$0	
Travel: Out of County		\$29,700	\$29,700	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.	\$22,500	\$400,350	\$422,850	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental		\$80,458	\$80,458	
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance		\$8,500	\$8,500	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$1,500	\$1,500	
Supplies/Materials		\$13,500	\$13,500	
Other Expenses (Itemize Below)				
Net proceeds charitable disbursement		\$460,645	\$460,645	
F&B		\$30,400	\$30,400	
Misc expenses (taxes, fees, other)		\$34,400	\$34,400	
			\$0	
			\$0	
SUBTOTALS:	\$22,500	\$1,592,500	\$1,615,000	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$1,615,000			
GRANT REQUEST	\$22,500			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions	\$1,292,210		80%
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	\$74,500		5%
Foundation Support			0%
Private/Individual Support	\$7,790		0%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
NA			0%
			0%
			0%
Government Grants: State (Itemize below)			
NA			0%
			0%
			0%
Government Grants: Local (Itemize below)			
Miami Beach VCA	\$32,000		2%
			0%
			0%
Trust (Direct Funding / Itemize below)			
NA			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%
Drinks sales	\$65,000		4%
Cabanas, Exhibitors	\$57,500		4%
Service Fees	\$62,500		4%
			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	\$1,592,500	\$0	1%
GRANT REQUESTED	\$22,500		
REQUESTED	\$1,615,000		
TOTAL REVENUES (Cash plus In-Kind)	\$1,615,000	TOTAL IN-KIND %	0%