

Application: Rotary Foundation of South Miami, 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.14

Funding Quarter

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

Grant Amount Requested:

25000

Staff Recommendation:

\$ 7,500

Organization Name:

Rotary Foundation of South Miami, Inc.

Project Title:

SOMI Art Fest (Formerly known as South Miami Rotary Art Festival)

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – For Profit

Date(s) of Event(s):

February 24 & 25, 2024

Primary Event Location:

Downtown South Miami

County Commission District - Primary Event Location:

7

Secondary Event Location:**County Commission District - Secondary Event Location:****Project Synopsis:**

Funds are requested to support the 39th SOMI Art Fest, a free-to-the-public, family-friendly, juried arts festival on Sunset Dr. between Red Rd. and US#1 in downtown South Miami. We have 150 artists, 9 food vendors, and continuous live music on two stages. All art is all original or limited-edition works including jewelry, sculpture, photography, painting, printing, drawing, glass, metal, mixed media, wood, clay and textiles. The event will take place on February 24 and 25, 2024

Previous TDC Funding:

\$7,500 (22-23); \$7,500 - 21-22; {End of cycle - COVID - \$5,000 (19-20)}; \$5,000 (18-19); \$5,000 (17-18); (\$5,000 (15-16) - End of Cycle); \$5,000 (14-15); \$5,000 (13-14); \$5,000 (12-13); \$5,000 (11-12); (\$5,000 (10-11) - End of Cycle); \$3,000 (09-10); \$3,000 (08-09); \$3,000 (07-08); \$3,000 (06-07)

Other Government Funding:

MDC Cultural Development Grant - \$10,000

TDC - Project Description

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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 SOMI Art Festival is a free-to-the-public, juried, arts and crafts festival in its 39th year. Located on Sunset Drive from Red Road to US1 on the main street of downtown South Miami. The festival takes place February 24-25, 2024, Sat. 10-6 and Sun.10-5. Prior to this year, the event was known as the South Miami Rotary Art Festival. The committee has worked hard to re-brand and rename the festival for this year.

SOMI Art Festival has achieved the Sunshine Artists 200 Best Award in 2018 and 2023 among shows all over the country. The festival continues to be ranked among the top 100 shows in the Southeast by ArtFair Sourcebook. These are top publications aimed at artists from around the country who want to be in the festival.

The festival attracts a varied audience of locals and tourists, around 24,000, who enjoy the excitement of a four-block outdoor festival which includes 150 artist booths, 9 food vendor booths, a music stage with continuous mellow jazz and a jam session open to public participation from 6-8 pm on Saturday night. Musicians include Greg Byer, Jeff Zavaac, Fernando Ferrarone, and ZB Trio. Beginning this year, the festival is partnering with the City of South Miami to offer a second music stage with a variety of artists that will culminate in a block party on Saturday night.

Sunset Drive is closed from Red Road to US 1. All arts and crafts for sale are original or limited edition prints that include jewelry, sculpture, photography, painting, print making, drawing, glass, metal, mixed media, wood, clay and fiber. The Shops of Sunset Place provides space for the Kids Zone just inside their entrance.

SW 57 Ct. is devoted to sponsors as well as a pet rest/watering station for the many pets who accompany their families.

Food vendors are located to the north side of Sunset at SW 58th Ave. Tables and chairs remained in the center of the intersection along with the Rotary Drinks booth, and the Music Stage remained on the south side of the intersection. This allowed the move of a few artists into the former Food vendor area making setup and breakdown a bit easier.

Marketing efforts include radio spots on WLRN and WLYF, print ad packages that include online advertising and targeted emails, 120 pole banners, a cross street banner at US 1 and Sunset Drive, online calendars such as Miami and the beaches, email blasts, Facebook page and ads, press releases, Instagram, cross marketing with our sponsors, distribution of the Festival Program in targeted locations prior to the festival, and a website. The marketing committee is developing new strategies to attract both local residents and tourists that will include presence at community events.

Media Sponsors are Miami Herald, WLRN, SoMi Magazine, Kiddos Magazine, and Community Newspapers. WLYF

broadcasts from the festival for an hour on Saturday.

Hotels and motels' links on the website, and they all offer competitive rates to our artists who typically reserve late. It is anticipated 55-60 room nights booked by our artists and vendors.

About 10-15% of the festivals artists remain in town after participating in the Coconut Grove Art Festival to be in our festival. This has the effect of adding several hotel nights to their stays.

TDCs funding helped us fund marketing last year. The hope is to increase patron marketing expenditures this year. A large number of our patrons, both residents and tourists, come year after year because it is a great place to be outdoors in beautiful South Miami. It is primarily through the festivals marketing efforts that artists and tourists know that we exist and come to Miami-Dade. The regions stores, restaurants and nearby hotels and motels all benefit from the festival.

TDC - Marketing Details

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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).

Festival objectives are to 1) generate an awareness of the festival as an exhibition of fine arts and crafts as well as an enjoyable outing with live music and a multicultural food court, 2) generate attendance for the festival by residents and tourists, 3) generate sales for participating artists and food vendors, and 4) generate interest in the media to promote the event.

The target market is patrons over 40 with incomes of 100K and up who would be likely to buy art. However, there is something for all tastes and price ranges.

The entire Festival is being rebranded this year. The website has been completely redeveloped and all of the collateral materials are being updated to the new branding and name change, SOMI Art Fest.

To do this we:

- Utilize 120 light pole banners and one cross street festival beginning 30 days before the festival. This is our most noticed marketing effort according to our Patron Survey, and we have added 10 more pole banners for this year.
- Submit copy and photograph to the websites that list local events such as southfloridaonline.com, bocaraton.com, floridasmart.com, miami.com, miamiandbeaches.com (Convention and Visitors Bureau,) zvents.com, miamiforvisitors.com, justaskboo.com, hothappenings@local10.com (abc network ,) events.miami.cbslocal.com, webteam@nbcmiami.com and Miamitoday.com.
- Place both online and printed edition information in Convention & Visitors Bureau calendar by August deadline.
- Place our print ads the week prior to the festival in Miami Herald/El Nuevo Herald, New Times, South Florida Business Journal, Community News, Ocean Reef Press, and SoMi Magazine.
- Place radio spots on the following stations: WLRN, WLYF. And WMXJ
- Place Facebook ads the week prior to the festival, but utilize it all year for free posts
- Greatly expand our social media presence to Twitter and Instagram

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.*

Our primary radio sponsor is WLRN. In exchange for a significant number of free radio ads, we provide them a tent, table and chairs at our festival, give them a link for one year on our website, and give them the same amount of in print and online advertising as other media sponsors of a similar level.

We are in the midst of negotiating more favorable terms with Entercom to pay less for advertising and on-site broadcasting by 101.5 and 102.7. We are also looking at other stations that may be a better fit for our target market as is WLRN. We would like a sponsorship arrangement more like ours with WLRN.

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:

500000

3a. How was the above estimate determined?

We obtained the information regarding our patron advertising from the radio stations on which we advertise who use Nielsen, projections from Facebook for our targeted ads, data provided by website advertisers, and our own weekly reports for our Facebook page. The information regarding our advertising for artists and food vendors, we obtain from the publications and websites on which we advertise as well as from Zapplication, our online application and marketing tool.

TDC - Tourism Impact Projections

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):

23000

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

250

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	20150	46
Out of County	1188	75
Out of State	1425	127
Foreign	237	2

TOTAL Projected # of Audience Attending:

23000

TOTAL Projected # Performing/Instructing:

250

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)**

We do not book blocks of rooms because when we have done so in the past, our artists have not responded by the deadlines. Instead, we provide links on our website to nearby hotels who will give their best rates to our participating artists. The hotel nights booked previously were determined by our artist surveys. We will not know how many rooms are booked and where until the end of the festival when we receive our artist surveys. Our participating hotels are: AC Hotel, Hampton Inn Coconut Grove, Miami Marriott Dadeland, Courtyard Inn Dadeland, Hampton Inn Dadeland, Courtyard Miami Airport, Cambria Airport, Aloft Dadeland, and Gables Inn. This past year 20% of our out of town artists stayed in the hotels listed below, none of which were on our website, 15% stayed at Airbnb's, and 10% stayed in RV parks. We need to reevaluate our hotel marketing strategy on our website prior to accepting our artists so that they can find direct links to places they are more likely to stay. Price seemed to be more important than proximity last year.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	62	
Actual number of hotel room nights used last year:	62	

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:	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:	AC Hotel Gables Inn Hampton Inn Coconut Grove Marriott Dadeland Marriott Courtyard Dadeland Hampton Inn Dadeland Other hotels in Doral, Coral Gables, and Homestead	
Year 2:	Gables Inn Hampton Inn Coconut Grove Marriott Dadeland Marriott Courtyard Dadeland Hampton Inn Dadeland Other hotels in Doral, Coral Gables, and Homestead	8 6 1 1 3 17
Year 3:	Did not hold event	

TDC - Project Budget Summaries

Completed - Dec 4 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:

\$ 135700

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

Organization Budget - Projected CASH Expenses:

\$ 135700

Organization Budget - Projected IN-KIND Expenses:

\$ 14000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 121700

Funding Category:

Continuing

Continuing Applicants

Project and Operating Budget Summaries - Current Year

Grant Award - Current Year (if you did not apply, enter N/A):	7500
Total Project Budget Expenses - Current Year:	131500
Organization Budget CASH Expenses - Current Year:	108000
Organization Budget IN-KIND Expenses - Current Year:	23500
TOTAL Organization Budget - Current Year:	131500

Continuing Applicants

Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	7500
Total Project Budget - Completed Year:	129147
Organization Budget CASH Expenses - Completed Year:	100497
Organization Budget IN-KIND Expenses - Completed Year:	28650
TOTAL Organization Budget - Completed Year:	129147

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?

No

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Rotary Foundation of South Miami, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration			\$0	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$10,000	\$10,000	
Contracted/Outside Other Fees/Services		\$5,000	\$5,000	
Marketing: ADV/PR/ Printing/Publications	\$25,000	\$31,500	\$56,500	\$10,000
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County			\$0	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$16,000	\$16,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental		\$2,500	\$2,500	\$4,000
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities		\$200	\$200	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$2,000	\$2,000	
Other Expenses (Itemize Below)				
Public Works		\$18,000	\$18,000	
Festival Program		\$1,500	\$1,500	
Video and Photography		\$3,000	\$3,000	
Judges and Prizes		\$7,000	\$7,000	
			\$0	
SUBTOTALS:	\$25,000	\$96,700	\$121,700	\$14,000
TOTAL EXPENSES (Cash plus In-Kind)	\$135,700			
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	
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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Rotary Foundation of South Miami, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services:			
Outside Programs/Performances			0%
Contracted Services:			
Special Exhibition Fees	\$43,200		35%
Contracted Services			
Other			0%
Rental Income			0%
Corporate Support	\$40,000		33%
Foundation Support			0%
Private/Individual Support			0%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			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%
Space Rental Headquarters In-Kind		\$4,000	0%
Marketing In-Kind		\$10,000	0%
Program Advertising	\$3,500		3%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
CDG Grant	\$10,000		8%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$96,700	\$14,000	21%
GRANT REQUESTED	\$25,000		
REQUESTED	\$121,700		
TOTAL REVENUES (Cash plus In-Kind)	\$135,700	TOTAL IN-KIND %	12%