

# Application: Ruta Teatral, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

**ID:** FY\_2023-2024-00000000634  
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**Labels:** 2023-2024, Second Quarter, Technical 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.15

### Funding Quarter

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

### Grant Amount Requested:

25000

**Staff Recommendation:**

\$ 7,500

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**Organization Name:**

Ruta Teatral Inc.

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**Project Title:**

World Theatre Day Festival Miami

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**Project Type / Category:**

Special Events / Promotions

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**Funding Category:**

Continuing

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**Corporate Status:**

Organization – Not for Profit

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**Date(s) of Event(s):**

start: January 02, 2024

end date: March 27, 2024

**Primary Event Location:**

Live Arts Miami

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**County Commission District - Primary Event Location:**

5

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**Secondary Event Location:**

Microtheater Miami

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

5

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**Project Synopsis:**

Funds are requested to support the upcoming World Theatre Day Festival Miami, dedicated to the entire public and featuring free theatrical performances. The festival, now in its third edition, is scheduled for March 27th, 2024, and will take place at various iconic venues, including BayFront Park, MicroTheatre, others. The funds will specifically be allocated for advertising, promotional efforts, and rental space, ensuring the festival's success and its accessibility to a broad audience.

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**Previous TDC Funding:**

\$7,500 (22-23); \$7,500 (21-22)

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Other Government Funding:

None

TDC - Project Description

Completed - Oct 7 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.

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This project builds on the festival's previous success and incorporates changes and improvements to enrich the cultural and tourism experience. The Miami World Theatre Day Festival, organized by Ruta Teatral Miami, is scheduled for the week of March 27, 2024. This festival, now in its 4th year, celebrates cultural diversity and artistic excellence through theatrical performances and events. Its primary purpose is to provide a platform for independent local and international theater artists while promoting inclusivity, artistic innovation, and community engagement. The festival will take place at several iconic venues in Miami-Dade County, including BayFront Park (301 North Biscayne Boulevard, Miami, Florida 33132), MicroTheatre Miami (Maurice A. Ferré Park, 1075 Biscayne Blvd, Miami, FL, 33132), and Live Arts Miami (Miami Dade College Freedom Tower, Sixth Floor, 600 Biscayne Boulevard, Miami, FL 33132).

The Miami World Theatre Day Festival aims to engage a diverse array of audiences, including theater enthusiasts, families, tourists, and the local community. By offering a variety of performances and activities, the festival caters to people of all ages and backgrounds, making it an inclusive and dynamic cultural experience. For the festival's convenience, a number of hotel rooms have been booked/blocked to accommodate the artists, staff, and potentially visiting attendees. These arrangements ensure that the festival's participants and visitors have comfortable lodging options.

It involves a comprehensive marketing plan that combines traditional advertising, social media outreach, partnerships, and collaborations with local and international media outlets to promote the festival and attract diverse audiences. Milestones will be tracked to assess progress throughout the project's duration. The Miami World Theatre Day Festival's marketing strategy encompasses a multifaceted approach that includes traditional advertising, social media outreach, influencer partnerships, and collaborations with local and international media outlets. These efforts aim to create widespread awareness and engagement among potential attendees.

In addition to marketing, the festival places a strong emphasis on audience development. This involves active engagement with local schools, community groups, and cultural organizations to foster a sense of community participation and enthusiasm for the festival.

Due to its unique and diverse programming, appealing to a broad range of interests, the project is anticipated to generate significant press coverage. The festival's inclusive and international focus further enhances its potential to attract visitors from outside the local community, positioning it as a cultural and tourism attraction in Miami-Dade County.

The festival's funding also includes support from Miami Downtown and the DAN Grant, organizations committed to enhancing the cultural landscape of Miami-Dade County.

The Miami World Theatre Day Festival is not merely a showcase of artistic talent; it's a cultural extravaganza that promotes inclusivity and artistic excellence. The festival celebrates Hispanic-speaking artists, members of the LGBTQ+ community, and women, fostering an inclusive and dynamic cultural experience in the heart of Miami. This

cultural richness naturally attracts both local and international audiences, contributing to Miami's status as a vibrant cultural destination. Since its last iteration, the festival has evolved to include a broader range of performances, making it more attractive to diverse audiences and enhancing its tourism potential. TDC funding plays a crucial role in enhancing the project's tourism appeal. It enables expanded marketing efforts, international promotion, and an improved visitor experience. It allows for a wider range of performances, making Miami-Dade County a premier cultural destination for both local and global tourists.

## **TDC - Marketing Details**

**Completed** - Oct 16 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).**

Our detailed marketing strategy integrates both traditional and digital methods to reach a broad audience. We prioritize accessibility and collaboration, striving to enhance the festival's appeal while maximizing its impact on tourism and audience development. Through targeted marketing and diversified media channels, we aim to increase visibility and attendance, ultimately elevating the festival's tourism impact. Our target markets encompass the local community, tourists, students, cultural enthusiasts, and the LGBTQ+ community. By crafting content and promotional efforts that resonate with these diverse groups, we ensure that our festival reaches the widest audience possible. We curate a diverse range of performances, ensuring that our program appeals to a broad spectrum of interests and backgrounds. To encourage participation and engagement, we host interactive activities, workshops, and discussions. By offering several free events, we actively break down financial barriers and invite individuals to explore the festival without reservations. We harness the power of social media platforms, including Facebook, Instagram, and TikTok. These channels serve as a direct line of communication with our audience, allowing us to share engaging content, artist highlights, and behind-the-scenes glimpses. Our website acts as the central hub of festival information, providing a user-friendly interface for attendees to explore event details and access an online ticketing system. Email marketing is a critical tool in our digital toolkit, enabling us to regularly connect with our subscribers and keep them updated on festival news, exclusive promotions, and important information. Traditional marketing methods remain relevant in our strategy. We collaborate with local print media, run advertisements in newspapers and magazines, and strategically place radio and TV spots on regional stations to reach local audiences effectively. Additionally, we create physical promotional materials like banners and postcards, which are distributed at strategic locations such as cultural centers, universities, and art galleries, allowing us to reach potential attendees offline.

"Facebook Live Events" will be used to broadcast artist and producer interviews, rehearsals, and video announcements. "Instagram Live" will broadcast interviews with participating artists and producers

- The website ([www.rutatreatralmiami.com/](http://www.rutatreatralmiami.com/)) was reconditioned to provide information to everyone. It will reveal the Theatrical Route for World Theater Day Miami 2023, including participating theaters and venues and performance times. Participants can obtain event tickets on the website that connects to all participating theaters, theater

companies and presenting companies to promote their season of events.

- SMS messages using the Ruta Teatral mailing list to distribute information about the event.

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.*

Telemundo, Univision radio and EVTV will be official media sponsors for the second edition of World Theater Day Miami 2023. These outlets will be committed to working with Ruta Teatral to celebrate World Theater Day Miami 2024 because it promotes theatre, diversity and inclusion. These media will support the work of Ruta Teatral in the production of this new festival aimed at promoting the development of the performing arts in South Florida based on being the official media sponsors of WTDM 2024. These media will invite the communities to be part of it, participate and support the festival.

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:

200000

### 3a. How was the above estimate determined?

Ruta Teatral is using a conservative estimate of the number of people reached through electronic media using Telemundo, Univision, evtv and the current power of social media as the media sponsor for World Theater Day 2024. Only Telemundo reaches the 63 million Hispanic population in the US, which represents 19% of the total US population, and in Miami-Dade County, Hispanics represent 69% of the population. It makes sense for Ruta Teatral to promote the use of Telemundo, Univision and other media to reach Hispanics locally and internationally.

## TDC - Tourism Impact Projections

Completed - Dec 4 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):*

6550

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

200

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Based upon the totals reported above (1a. and 1b.), provide a break down of the projected figures by each category in the chart below:

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### Tourism Impact Projection Chart

	Projected # Audience/Attending	Projected # Performing/Instructing
Miami-Dade County Residents	3000	50
Out of County	2500	25
Out of State	400	25
Foreign	650	100

**TOTAL Projected # of Audience Attending:**

6550

**TOTAL Projected # Performing/Instructing:**

200

## 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)

Overnight lodging has been offered to visiting artists, producers, and promoters traveling from overseas to participate in the event. Participating hotels include Hotel Indigo and Hotel Aloft Miami Brickell. This commitment aligns with our dedication to supporting both our local community and the artists who contribute to the festival's international character. Each year during the festival, we reserve and fulfill our commitment requested by the TDC by providing lodging for our artists in city hotels.

These accommodations not only ensure the comfort and convenience of our international guests but also serve as a testament to our commitment to strengthening Miami's position as a global cultural hub. By partnering with these local hotels, we not only extend our reach to potential attendees but also contribute to the overall visitor experience. The opportunity to experience the festival and explore Miami is enhanced by the availability of lodging in close proximity to festival venues. This aspect of our event amplifies its tourism impact by encouraging extended stays in Miami-Dade County, further fostering cultural exchange and appreciation for the arts in the local community.

**Hotel Room Nights Chart**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	15	
# of hotel room nights anticipated to be booked:	50	
Actual number of hotel room nights used last year:	60	

### 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:	50
Courtesy Room Blocks:	5

**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:	ALOFT BRICKELL INDIGO BRICKELL	20
Year 2:		
Year 3:		

## 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:

\$ 149000

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

### Organization Budget - Projected CASH Expenses:

\$ 141000

### Organization Budget - Projected IN-KIND Expenses:

\$ 8000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 330000

**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:	155000
Organization Budget CASH Expenses - Current Year:	195000
Organization Budget IN-KIND Expenses - Current Year:	56250
TOTAL Organization Budget - Current Year:	252114

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

Grant Award - Completed Year (if you did not apply, enter N/A):	n/a
Total Project Budget - Completed Year:	0
Organization Budget CASH Expenses - Completed Year:	142500
Organization Budget IN-KIND Expenses - Completed Year:	35000
TOTAL Organization Budget - Completed Year:	177500



### 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

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### 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

ORGANIZATION NAME:		RUTA TEATRAL MIAMI			
EXPENSES	Allocated	+ Cash MATCH	= Total Cash	In-Kind	
Administration				\$0	
In-house/Salaried Personnel: Artistic				\$0	
Technical/Production				\$0	
Contracted/Outside Artistic Fees/Services		\$60,000	\$60,000		
Contracted/Outside Other Fees/Services				\$0	
Printing/Publications	\$10,000	\$18,000	\$28,000		
Marketing: Postage/Distribution				\$0	
Support/Maintenance	\$3,000	\$3,000	\$6,000		\$8,000
Travel: In County				\$0	
Travel: Out of County				\$0	
Equipment Rental				\$0	
Exhibitions, Events, etc.		\$15,000	\$15,000		
Equipment Purchase				\$0	
Exhibitions, Events, etc.				\$0	
Space Rental				\$0	
Exhibitions, Events, etc.	\$12,000	\$15,000	\$27,000		
Mortgage/Loan Payments				\$0	
Insurance				\$0	
Events, etc.		\$5,000	\$5,000		
Utilities				\$0	
Fundraising/Development (Non-Personnel)				\$0	
Merchandise/Concessions/Gift Shops				\$0	
Supplies/Materials				\$0	
(Itemize Below)					
				\$0	
				\$0	
				\$0	
				\$0	
				\$0	
SUBTOTALS:	\$25,000	\$116,000	\$141,000		\$8,000
(Cash plus In-Kind)	\$149,000				
GRANT REQUEST	\$25,000				
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0				

ORGANIZATION NAME:	RUTA TEATRAL MIAMI		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Outside Programs/Performances	\$60,000		43%
Special Exhibition Fees			0%
Other	\$18,000		13%
Rental Income			0%
Corporate Support	\$8,000		6%
Foundation Support	\$15,000		11%
Private/Individual Support	\$15,000	\$8,000	11%
Special Event Proceeds			0%
(Itemize below)			
			0%
			0%
			0%
(Itemize below)			
			0%
			0%
			0%
(Itemize below)			
			0%
			0%
			0%
Trust			
(Direct Funding / Itemize below)			
			0%
Revenues			0%
(Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
(Itemize below)			0%
			0%
			0%
			0%
			0%
			0%
(Itemize below)			0%
			0%
			0%
			0%
Total Cash Revenues:			
SUBTOTALS	\$116,000	\$8,000	18%
GRANT REQUESTED	\$25,000		
REQUESTED	\$141,000		
TOTAL REVENUES (Cash plus In-Kind)	\$149,000	TOTAL IN-KIND %	6%

<b>BUDGET SUMMARY</b>				<b>All totals must = \$0</b>
Cash Expenses	\$141,000	Cash Revenues	\$141,000	\$0
+ In-kind Expenses	\$8,000	+ In-kind Revenues	\$8,000	\$0
<b>= TOTAL EXPENSES</b>	<b>\$149,000</b>	<b>= TOTAL REVENUES</b>	<b>\$149,000</b>	<b>\$0</b>