

Application: Seraphic Fire, 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.16

Funding Quarter

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

Grant Amount Requested:

16000

Staff Recommendation:

\$ 16,000

Organization Name:

Seraphic Fire, Inc.

Project Title:

Seraphic Fire 2024 Winter Concert Season

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

January 19, 21, 2024, February 15, 16, 18, 23, 2024, & March 20, 22, 24, 2024.

Primary Event Location:

All Souls Episcopal

County Commission District - Primary Event Location:

4

Secondary Event Location:

Church of the Little Flower

County Commission District - Secondary Event Location:

6

Project Synopsis:

Funds are requested to support 9 performances in Miami-Dade County in the Seraphic Fire 2024 Winter Concert Season. The project includes 4 choral programs to be presented in a variety of venues in Miami, Coral Gables, and Miami Beach from January 19 - March 24, 2024. Programs include music by women composers led by guest conductor Elena Sharkova, a 2-week festival featuring 18th century music, and a concert featuring German Baroque composer Johann Schein led by guest conductor Ruben Valenzuela.

Previous TDC Funding:

\$18,000 (22-23); \$20,000 (21-22); {End of cycle - COVID - \$15,000 (19-20)}; {\$9,000 (18-19) - End of cycle}; \$10,500 (17-18); \$12,000 (16-17); \$13,500 (15-16); \$15,000 (14-15); {\$5,250 (13-14) - End of cycle}; \$8,750 (12-13); \$10,000 (11-12); \$11,250 (10-11); \$12,500 (09-10)

Other Government Funding:

MDC Advancement - \$20,500

City of Coral Gables - \$2,000

City of Miami Beach - \$6,290

State of Florida - \$12,000

TDC - Project Description

Completed - Nov 28 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.

Recognized as one of the preeminent professional vocal ensembles in the country, Grammy-nominated Seraphic Fire (Seraphic) is proud to call Miami home. The ensemble continues to draw attention to the County and region as a destination for world-class performing arts while expanding Miami's cultural landscape. All concerts take place in community venues that are close to city centers, which encourages attendees to dine out and shop before or after performances.

Seraphic will present 9 concerts in MDC from January 19 - March 24, 2024.

In January, guest conductor Elena Sharkova returns for a program highlighting the creative expressions of women composers and poets. University of Miami Ensemble Artist Program (EAP) students will perform side-by-side with Seraphic. In Her Own Voice concerts will take place:

1/19/2024, Church of the Little Flower, Coral Gables

1/21/2024, All Souls Episcopal, Miami Beach

In 2 back-to-back weeks of programming, Seraphic will feature music of the 18th century in its 4th annual Enlightenment Festival.

Week 1 will explore the music of father and son duo Alessandro and Domenico Scarlatti, who were influential in the musical life of Naples, Italy in the Baroque period. A Scarlatti Family Affair concerts will take place:

2/15/2024, St. Sophia Greek Orthodox, Miami

2/16/2024, St. Philip's Episcopal, Coral Gables

2/18/2024, All Souls Episcopal, Miami Beach

A visit to the Esterházy palace by war hero Admiral Lord Nelson and his mistress, Lady Emma Hamilton, inspired the program for Week 2 of the Festival. This concert features chamber orchestra and UCLA EAP students. A Visit with Haydn will take place:

2/23/2024, Church of the Little Flower, Coral Gables

In March, Ruben Valenzuela will join Seraphic for a concert highlighting the music of German Baroque composer Johann Schein. Rarely performed, The Fountains of Israel is an uncommon example of German sacred madrigals. Music by Johann Sebastian Bach and his cousin, Johann Christoph Bach, will round out this program. Concerts will take place:

3/20/2024, St. Sophia Greek Orthodox, Miami

3/22/2024, St. Philip's Episcopal, Coral Gables

3/24/2024, All Souls Episcopal, Miami Beach

All events are ticketed, with ticket prices ranging from \$17-55. The estimated total attendance for all events will be 1,500. Based on historical data, approximately 9% of audiences will be tourists. Seraphic's ticketing software tracks sales and collects address information of buyers. Staff will monitor this data for each concert to ensure the project is on track to meet the total audience goal of 1,500.

The artistic talent that Seraphic brings to MDC is a draw for tourism. Seraphic engages the best musicians from across the country to travel to South Florida to rehearse and perform. Guest conductors Elena Sharkova and Ruben Valenzuela will be a highlight of Seraphic's winter concert season and draw press coverage. Sharkova is the conductor of Cantabile Youth Singers in California, and has worked with esteemed groups including the BBC Singers, Cincinnati Vocal Arts Ensemble, Houston Chamber Choir, and Berliner Philharmonie. Valenzuela is the Founder and Artistic Director of Bach Collegium San Diego; he has led notable ensembles including Juilliard415, Washington Bach Consort, and Orchestra of St. Luke's. The Fountains of Israel will mark Valenzuela's Seraphic Fire debut. Bringing this unique talent to MDC to present works that are rarely performed live will organically draw local press coverage. Seraphic will also work with a PR consultant to send press releases and story pitches to local and national media.

Seraphic's hotel partner is SpringHill Suites by Marriott. For this project, Seraphic has reserved 282 hotel nights. The media sponsors for Seraphic are public radio stations WLRN and WDNA.

Project Timeline:

March 2023 - Season 21 Announced, subscription sales campaign launched

June 2023 - All artists and venue contracting is completed

September/October 2023 - Single ticket sale campaign

Artists convene for rehearsals 3 days prior to each concert; audience surveys are sent following each performance.

January 2024 - In Her Own Voice concerts

February 2024 - Enlightenment Festival concerts

March 2024 - The Fountains of Israel concerts

This year, Seraphic will increase digital marketing efforts, enabling the organization to more accurately reach likely attendees through targeted ads. Seraphic also aims to develop new audiences through increased online videos. In August 2022 Seraphic launched the Digital Library, expanding access to exclusive content to national audiences. Sharing content online enables Seraphic to reach a larger geographic audience and inspires travel to

Miami to see the ensemble perform live.

TDC funding will enable Seraphic to implement more ambitious marketing initiatives to spread the word about concerts beyond MDC to the South Florida region and nationally.

TDC - Marketing Details

Completed - Oct 10 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).

Seraphic utilizes a data-driven, multi-channel marketing strategy. Sales trends show ticket purchases are being made closer to concerts. Seraphic has shifted its strategy for subscription sales to focus on follow-up in the summer/fall and single-ticket sales efforts in the 2 weeks leading up to a concert.

For patrons already familiar with Seraphic, direct mail/email have proven to be most effective. 20% of sales are attributable to email marketing and 23% are attributable to direct mail.

Direct mail efforts began in March 2023 with a subscription renewal mailing to current and lapsed subscribers and single ticket buyers identified as likely subscribers and a follow-up brochure in Summer 2023. The campaign was supplemented by telemarketing. A single-ticket brochure was sent to approximately 10,000 households in October 2023 to arts-inclined audiences and previous purchasers. 2 weeks prior to each concert, a postcard will be mailed to prior purchaser households who have yet to buy tickets.

Email marketing includes mass emails to a list of 10,809 and targeted outreach to segmented audiences like non-buyers of the specific show, likely purchasers based on prior attendance, or first-time attendees. Seraphic also partners for email trades with organizations including New World Symphony, Arsht Center, IlluminArts, Miami Chamber Music Society, Dranoff2 Foundation, and Miami Hispanic Ballet.

To acquire new audiences, Seraphic will use detailed targeting on social media platforms Facebook and Instagram. Seraphic will advertise to “look-alikes” of current audiences, as well as expand advertising reach by targeting audiences who are interested in South Florida music and cultural events. Further, WLRN and WDNA are media partners, donating in-kind radio spots to promote events. New in the 2023-24 Season, Seraphic will place ads on streaming services like Spotify, Pandora, and Amazon Music.

Print ads will be placed in the Miami Herald Season of the Arts. Due to decreased efficacy from print ads and digital display ads, Seraphic will reduce the number of print and digital display ads compared to years prior.

Editorial coverage in-house and from local media will serve as organic storytelling about Seraphic's impact. Seraphic will conduct interviews with artists, patrons, staff, and education programs participants to create content

shared in the Seraphic Fire Magazine, the Seraphic Fire blog, and on social media. Working with a PR consultant, Seraphic will send press releases and story pitches to local and national media outlets.

Further efforts include event listings on community calendars like WLRN, ArtsCalendar, MiamiArtZine, and [Miami.com](https://www.miami.com).

Ticketing discount programs for young professionals and degree-seeking students serve to expand the accessibility of programs and develop a new audience by reducing cost barriers. Free tickets are available to students who participate in the High School Masterclass and educators who participate in SFYI programs.

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.*

WLRN Public Radio and WDNA Jazz Radio have committed themselves as Seraphic Fire media sponsors for the 2023-24 Season through in-kind contributions of radio spots.

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:

58677

3a. How was the above estimate determined?

This number was determined by combining the average number of monthly views on Seraphic’s YouTube Channel (44,150) with the average number of monthly Spotify listeners (14,527).

TDC - Tourism Impact Projections

Completed - Oct 6 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):

1567

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

65

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	1434	15
Out of County	63	6
Out of State	62	40
Foreign	8	4

TOTAL Projected # of Audience Attending:

1567

TOTAL Projected # Performing/Instructing:

65

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 will be promoted to visitors attending the event by including hotel advertisements in Seraphic Fire Magazine and program. The Seraphic Fire Magazine is made available electronically on Seraphic's website and distributed at every performance. Additionally, concert email promotions and reminders include a link to this magazine.

Participating hotels:

SpringHill Suites by Marriott Miami Downtown/Medical Center

Number of room nights booked at each hotel: 282

Room night figures are determined by the number of out-of-town artists contracted for each program and the number of nights needed each concert week for the duration of the rehearsal and performance period.

Hotel room nights have decreased this year because the organization will be using a local orchestra for the second week of the Enlightenment Festival. Because of this, less instrumental artists will be staying in hotel rooms in February. Additionally, the 2022-23 year marked the 20th anniversary season for Seraphic Fire, and the organization employed larger than usual forces of artists in celebration of the milestone year. The 2023-24 year will see the ensemble return to a slightly smaller size, which is consistent with past seasons.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	282	
# of hotel room nights anticipated to be booked:	282	
Actual number of hotel room nights used last year:	577	

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:	282
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:	SpringHill Suites by Marriott	282
Year 2:	SpringHill Suites by Marriott	577
Year 3:	SpringHill Suites by Marriott	301

TDC - Project Budget Summaries

Completed - Nov 28 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:

\$ 16000

Total Project Budget Expenses - Projected:

\$ 258194

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

Organization Budget - Projected CASH Expenses:

\$ 2212054

Organization Budget - Projected IN-KIND Expenses:

\$ 6740

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 2218794

Funding Category:

Continuing

Continuing Applicants

Project and Operating Budget Summaries - Current Year

Grant Award - Current Year (if you did not apply, enter N/A):	18000
Total Project Budget Expenses - Current Year:	246697
Organization Budget CASH Expenses - Current Year:	2078536
Organization Budget IN-KIND Expenses - Current Year:	11406
TOTAL Organization Budget - Current Year:	2089942

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:	206049
Organization Budget CASH Expenses - Completed Year:	1760234
Organization Budget IN-KIND Expenses - Completed Year:	23760
TOTAL Organization Budget - Completed Year:	1783994

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.

Miami Beach Cultural Arts Council: City of Miami Beach (Department of Tourism and Culture) - Cultural Presenters
FY 23/24
Amount Requested: \$20,000

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.

1. Cultural Advancement Grant (ADV)
2. Grant-related expenses that ADV will cover include:

In-House/Salaried Personnel: Administration

In-House/Salaried Personnel: Artistic

Contracted/Outside Artistic Fees/Services

Travel: In-County

Space Rental for Performance, Exhibitions, Events, etc.

ORGANIZATION NAME:	Seraphic Fire, Inc.			
EXPENSES	Grant Dollars	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:			\$0	
In-house/Salaried Personnel: Artistic		\$32,635	\$32,635	
In-house/Salaried Personnel:		\$54,100	\$54,100	
Contracted/Outside Artistic Fees/Services		\$62,683	\$62,683	
Contracted/Outside Other Fees/Services		\$8,750	\$8,750	
Marketing: ADV/PR/	\$14,000	\$3,500	\$17,500	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/			\$0	
Travel: In County		\$48,088	\$48,088	
Travel: Out of County		\$16,880	\$16,880	
Equipment Rental			\$0	
Equipment Rental / for Performance,	\$2,000	\$4,000	\$6,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance,			\$0	
Space Rental			\$0	
Space Rental / for Performance,		\$10,308	\$10,308	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions,		\$750	\$750	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$500	\$500	
Other Expenses				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$16,000	\$242,194	\$258,194	\$0
TOTAL EXPENSES	\$258,194			
GRANT REQUEST	\$16,000			
must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$0			

ORGANIZATION NAME:	Seraphic Fire, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$70,951		27%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services:			0%
Contracted Services:			0%
Contracted Services			0%
Rental Income			0%
Corporate Support	\$10,000		4%
Foundation Support	\$24,374		9%
Private/Individual Support	\$96,079		37%
Other Private Support:			0%
Government Grants: Federal			0%
			0%
			0%
Government Grants: State			0%
State of Florida	\$12,000		5%
			0%
			0%
Government Grants: Local			
City of Coral Gables	\$2,000		1%
Miami Beach Cultrual Arts Council	\$6,290		2%
Trust			
(Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop			0%
Investment Income			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES			0%
			0%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants			0%
Cultural Advancement (ADV)	\$20,500		8%
			0%
			0%
			Grant Amount % of
SUBTOTALS	\$242,194	\$0	6%
GRANT REQUESTED	\$16,000		
CASH REVENUES + GRANT	\$258,194		
TOTAL REVENUES (Cash plus In-Kind)	\$258,194	TOTAL IN-KIND %	0%
BUDGET SUMMARY			Revenues minus Expenses

Cash Expenses	\$258,194	Cash Revenues	\$258,194	\$0
+ In-kind Expenses	\$0	+ In-kind Revenues	\$0	\$0
= TOTAL EXPENSES	\$258,194	= TOTAL REVENUES	\$258,194	\$0