

# Application: South Florida Symphony Orchestra, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

**ID:** FY\_2023-2024-00000000612  
**Last submitted:** Sep 18 2023 10:38 AM (EDT)  
**Labels:** 2023-2024, Second Quarter, Courtesy 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.17

### Funding Quarter

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

### Grant Amount Requested:

25000

**Staff Recommendation:**

\$ 10,000

**Organization Name:**

South Florida Symphony Orchestra, Inc.

**Project Title:**

Masterworks IV: Bernstein, Zwilich, Ravel, Stravinsky

**Project Type / Category:**

Special Events / Promotions

**Funding Category:**

Ongoing

**Corporate Status:**

Organization – Not for Profit

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

March 18, 2024

**Primary Event Location:**

New World Center

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

5

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**Secondary Event Location:**

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

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**Project Synopsis:**

Funds are requested to support the 70+ musician strong South Florida Symphony Orchestra (SFSO) under the baton of Maestra Sebrina María Alfonso for the Masterworks IV concert on March 25, 2024 at 7:00pm at the New World Center featuring music by Bernstein, Zwilich, Ravel, and Stravinsky with internationally renowned soloist, David Shifrin, clarinet.

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**Previous TDC Funding:**

\$10,000 (22-23); \$10,000 (21-22); {End of cycle (COVID) - \$6,000 (18-19)}; \$6,750 (17-18); \$7,500 (16-17)

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**Other Government Funding:**

Florida Division of Cultural Affairs - \$5,000

# TDC - Project Description

Completed - Sep 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.

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The South Florida Symphony Orchestra (SFSO) proposes with this project to present the Miami community the 2023 / 2024 Masterworks IV concert at the New World Center (Capacity = 756) entitled "Masterworks IV: Bernstein, Zwilich, Ravel, Stravinsky" on March 25, 2024 at 7:30pm.

Music Direction is provided by Maestra Sebrina María Alfonso. The featured guest artist is David Shifrin, clarinet.

Ticket prices range from \$15 to \$125.

SFSO programming improves the lives of Miami-Dade County residents and visitors through enduring classic and contemporary symphonic performances. Based on a zip code analysis of previous ticket sales for similar events, the Symphony estimates that 6% of the audience travels to Miami specifically to attend. The overall audience estimate is 700 for the March 25, 2024 performance.

TDC funding will allow the Symphony to expand its contract with WLRN to purchase a more robust radio ad campaign for the concert; radio and video are affective mediums to promote such a concert. SFSO will also utilize OTT (Over the Top) TV to reach both in and out-of-market audiences; partnering with WSFL TV's Scripps Octane network enables SFSO to hyper target potential patrons as they stream movies and TV shows on connected devices.

The SFSO begins season announcements in earnest on March 1, 2024; advertising includes print (including media sponsor Outclique Magazine) and radio outlets throughout the five-county service area where the SFSO performs, as well as the out of area targets as well.

Importantly, the SFSO is making sustained progress reaching the Spanish speaking community.

Jewish Museum of South Florida at Florida International University has agreed to market the concert via eblasts to their constituency, which reaches a substantial out of county and out of state market.

Outlets chosen for press releases include Caracol and El Venezolano, among many others too numerous to list here. Also arranged will be TV appearances with the Conductor, Sebrina María Alfonso, and featured guest soloists. SFSO will partner with the local Convention and Visitors Bureaus to have the concert listed and promoted.

While no concierge program has been developed with local hoteliers, the hotel room night stay impact in Miami will be significant. The SFSO already knows of at least 100 hotel room night stays which will be booked for use by orchestra musicians, and the violin soloist.

The SFSO has also received advance season subscription sales exceeding 25 tickets purchased, indication that residents are excited about the upcoming season.

To build buzz and excitement, the South Florida artists introduce the concert during the weeks prior to the performance to ensure a stirring and inspiring culminating symphonic experience.

The music chosen represents a wide range of styles and composers, from the American Bernstein to the Russian Stravinsky.

The concert begins with Bernstein's "On the Town: Three Dance Episodes," a lively and energetic piece that captures the spirit of New York City. The music is full of jazz and Broadway influences, and it is sure to have the audience tapping their feet.

Next Zwilich's "Clarinet Concerto," is a virtuosic and challenging piece for clarinet soloist. The concerto is a beautiful and lyrical piece that showcases the range and expressiveness of the clarinet. With world-renowned David Shifrin as the soloist, this performance will be a highlight of the concert.

After the intermission, the program continues with Ravel's "Bolero," a mesmerizing and hypnotic piece that is one of the most popular works in the orchestral repertoire. The music is simple in structure, but it is incredibly effective in building suspense and excitement.

The concert concludes with Stravinsky's "Firebird Suite" (1919 version), a dazzling and colorful piece that tells the story of the Russian fairy tale of the same name. The music is full of energy and excitement and is sure to leave the audience exhilarated.

Overall, this concert's diverse and exciting program will appeal to a wide range of audiences. The music is well-chosen and represents a wide range of styles and composers. With world-renowned David Shifrin as the soloist in Zwilich's "Clarinet Concerto," this concert is a must-see for any fan of classical music.

## **TDC - Marketing Details**

Completed - Sep 28 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).**

The SFSO has a detailed media plan to generate tourism & develop audiences in Miami-Dade County.

The paid marketing strategy includes in- & out-of-market targeted OTT video streaming ads, broadcast & streaming radio, targeted digital, out of home, & print media coverage. Placements will have a broad market reach to mid-to-high-net-worth consumers, such as WLRN, All Zones | 15/30 Sec Ad Mix) and CLEAR CHANNEL (Billboards in high traffic areas such as I-95, Midtown + Brickell).

A member of the Greater Miami Conventions and Visitor's Bureau, the SFSO has access to out of the area co-op opportunities: digital ads on [miamiandmiamibeach.com](http://miamiandmiamibeach.com), email blasts featuring the best of Miami, GMCVB events listings, inclusion on social media channels & more.

Ad placements will run in media that reach the entire S. Florida area, including Key West. Subscribers, members & past single ticket buyers will be encouraged to make the trip to Miami for this spectacular season-opening concert. Print publications including Outclique, South Florida Gay News and Mirror Magazine along with WLRN Radio, & email blasts will reach Key West patrons.

Florida Concert Flyers has a broad reach beyond the state, as does a direct mailing, which will target 10k households, including past ticket buyers from in & out of the area.

SFSO has shifted to integrated digital marketing, resulting in better targeted advertising & greater ROI.

Digital advertising, including web banners & video advertising will target audiences via Google Ad Network & Facebook/Instagram.

Metrics indicate that internet sales are significant, with 42% of traffic originating from click-throughs from social media ads & organic posts; 30% of site traffic is generated from email campaigns; 24% generated from paid & organic search; 4% is from other site referrals & from PR outreach. Paid advertising drives approximately 3k users to [southfloridasymphony.org](http://southfloridasymphony.org) per day.

SFSO successfully utilizes OTT (Over the Top) video streaming ads to reach in & out-of-market audiences.

Partnering with WSFL TV's Scripps Octane network enables SFSO to hyper-target potential patrons as they stream movies & TV shows. Past campaigns resulted in an average of 40k impressions.

Promotional Rack cards are placed in high traffic areas including at performing arts venues, local businesses, & in hotel / condos.

The New World Center, located adjacent to the popular Lincoln Road provides the SFSO access to prominent signage on the exterior of the venue to promote concerts to visitors & locals.

The guest soloist & orchestra musicians will build buzz in the weeks leading up to the concert.

TDC funding will allow the SFSO to expand its contract with WLRN to purchase radio & digital ad campaigns & to target OTT video streaming ads to ZIP codes outside the area.

SFSO begins season announcements in September 2024, including print, digital & radio & video streaming in the 5-county service area, & out of state areas.

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.*

The South Florida Symphony Orchestra (SFSO) has developed a strong partnership with WLRN radio and television. While WLRN is not a formal media sponsor, SFSO has co-produced numerous events such as a stage reading of "The Birds" or screening of a WLRN-produced film, "Boca Raton: The Secret Weapon That Won WWII." Such events build ties with the community and associate the SFSO with a well-respected regional leader of cultural arts programming. Plans are being developed with partner WLRN on how to maximize the relationship during SFSO's 26th anniversary season in 2023/24.

Numerous community organizations are promoting the event through their contacts/mailling lists. Some example organizations include:

- PNC Bank (Event Sponsor)
- Sagamore Hotel. Over the past three years, the symphony has performed during the day of the concert at a luncheon at the Sagamore Hotel, thus highlighting the evening concert to additional tourists.
- Ritz-Carlton: a partnership is currently being cultivated with this notable property just down the street from the venue, New World Center
- State of Florida Department of Cultural Affairs
- Southern Florida Concierge Association
- New World Center
- Broward Cultural Division's Arts Calendar
- Arts and Business Council of Miami
- [Miamiartzine.com](http://Miamiartzine.com)

In addition, our community partner, the Jewish Museum of South Florida at Florida International University will market the event with eblasts to their constituency.

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?

The estimated audience reached through electronic, TV and radio advertising has been provided by WLRN.

## 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):*

750

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

85

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	500	81
Out of County	170	5
Out of State	30	1
Foreign	0	0

**TOTAL Projected # of Audience Attending:**

700

**TOTAL Projected # Performing/Instructing:**

87

## 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)

AUDIENCE IMPACT: A zip code analysis of previous tickets sales indicates that 6% of tickets sold are to out of state credit card holders.

6% of an estimated 700 tickets issued is 42. With double occupancy, we estimate 21 couples staying an average of 3 nights each = 63 attendee room nights.

MUSICIAN IMPACT: The South Florida Symphony booked a significant number of rooms for 11 musicians and performers over a five night period. Musician rooms = 5 double occupancy + 1 single x 10 nights each = 60.

TOTAL HOTEL IMPACT:

Audience = 63 room nights

Musicians = 60 room nights

TOTAL HOTEL ROOM IMPACT = 123 Room Night Stays

Building audiences in Miami-Dade has proven to be a challenge. Given that the SFSO began performing at the Arsht Center in 2015, it is an accomplishment that 59% of the seats were filled at the 1700 seat Knight Concert Hall in 2017 / 2018.

An added success is that the SFSO was able to provide over 200 tickets free of cost to underserved communities, who would not be able to afford the cost of a ticket, thus adding to the cultural life of those communities.

NOTE: No formal alliances with local hoteliers have been developed. Estimates are derived from zip code analysis of previous events, and known musician impact.

### Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	0
# of hotel room nights anticipated to be booked:	123	0
Actual number of hotel room nights used last year:	35	0

### 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:	Various	66
Year 2:	Various	66
Year 3:	Various	35

## 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:

\$ 25000

#### Total Project Budget Expenses - Projected:

\$ 181020

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

#### Organization Budget - Projected CASH Expenses:

\$ 2331826



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

\$ 14936

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 2346762

**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:	179520
Organization Budget CASH Expenses - Current Year:	179520
Organization Budget IN-KIND Expenses - Current Year:	8500
TOTAL Organization Budget - Current Year:	189520

## Continuing Applicants

### Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	10000
Total Project Budget - Completed Year:	179520
Organization Budget CASH Expenses - Completed Year:	170520
Organization Budget IN-KIND Expenses - Completed Year:	10710
TOTAL Organization Budget - Completed Year:	181230

### 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.

SFSO has applied for a City of Miami Beach Cultural Presenters grant for the following season of concerts:

9-Nov-23 | MASTERWORKS I: Saint-Saens, Schubert

Saint-Saens: Piano Concerto No 5

Schubert: Symphony No 9 "The Great"

Tao Lin, piano

5-March-2024: Symphony in the Schools 'Coral Reef Symphony. Miami Beach Bandshell. (Student Concert)

24-Mar-24 | MASTERWORKS IV: Bernstein, Zwilich, Ravel, Stravinsky

Bernstein: On the Town: Three Dance Episodes

Zwilich: Clarinet Concerto

David Shifrin, clarinet

Ravel: Bolero

Stravinsky: Firebird Suite (1919 version)

14-Apr-24 | MASTERWORKS V: Bruch, Tchaikovsky Bruch: Scottish Fantasy

Huifang Chen, violin

Tchaikovsky: Symphony No. 5

#### 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

<b>ORGANIZATION NAME:</b>	South Florida Symphony Orchestra, Inc.			
<b>EXPENSES</b>	<b>Grant Dollars Allocated</b>	<b>+ Cash MATCH</b>	<b>= Total Cash</b>	<b>In-Kind</b>
Administration		\$16,310	\$16,310	
In-house/Salaried Personnel: Artistic	\$6,250	\$6,250	\$12,500	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services	\$6,250	\$67,000	\$73,250	
Contracted/Outside Other Fees/Services		\$6,000	\$6,000	
Marketing: ADV/PR/ Printing/Publications	\$12,500	\$6,760	\$19,260	\$8,500
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County		\$1,250	\$1,250	
Travel: Out of County		\$1,250	\$1,250	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$1,500	\$1,500	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$1,500	\$1,500	
Space Rental		\$4,400	\$4,400	
Space Rental / for Performance, Exhibitions, Events, etc.		\$20,000	\$20,000	
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		\$3,500	\$3,500	
Other Expenses (Itemize Below)				
HOUSING		\$5,000	\$5,000	
TRANSPORT & CARTAGE		\$3,500	\$3,500	
MUSIC RENTAL		\$1,800	\$1,800	
			\$0	
			\$0	
<b>SUBTOTALS:</b>	\$25,000	\$146,020	\$171,020	\$8,500
<b>TOTAL EXPENSES (Cash plus In-Kind)</b>	<b>\$179,520</b>			
<b>GRANT REQUEST</b>	<b>\$25,000</b>			

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

<b>ORGANIZATION NAME:</b>	South Florida Symphony Orchestra, Inc.		
<b>REVENUES</b>	<b>CASH</b>	<b>IN-KIND</b>	<b>% OF CASH REVENUE</b>
Admissions	\$15,000		9%
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	\$25,000		15%
Foundation Support	\$40,000		23%
Private/Individual Support	\$61,020		36%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal			
(Itemize below)			
			0%
			0%
			0%
Government Grants: State			
(Itemize below)			
FL DIV. OF CULTURAL AFFAIRS	\$5,000		3%
			0%
			0%
Government Grants: Local			
(Itemize below)			
			0%
			0%
			0%
Trust			
(Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income			
(Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES			
(Itemize below)			0%
MARKETING SUPPORT		\$10,000	0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$146,020	\$10,000	15%
GRANT REQUESTED	\$25,000		
REQUESTED	\$171,020		
<b>TOTAL REVENUES (Cash plus In-Kind)</b>	<b>\$181,020</b>	<b>TOTAL IN-KIND %</b>	<b>6%</b>