

# Application: The Miami Children's Museum, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

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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.18

### Funding Quarter

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

### Grant Amount Requested:

35000

**Staff Recommendation:**

\$ 20,000

**Organization Name:**

The Miami Childrens Museum, Inc.

**Project Title:**

Lion Guard: The Exhibit Returns

**Project Type / Category:**

Special Events / Promotions

**Funding Category:**

Continuing

**Corporate Status:**

Organization – Not for Profit

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

March 22, 2024 - June 1, 2024, daily.

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**Primary Event Location:**

Miami Children's Museum

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

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**Secondary Event Location:**

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

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**Project Synopsis:**

Grant funds are requested to support the marketing of "The Lion Guard: The Exhibit" an educational exhibit designed in partnership with Disney to teach children about community, diversity, and teamwork. "The Lion Guard: The Exhibit" will be open 10 a.m. - 6 p.m., daily, March 22, 2024 – May 19, 2024, at Miami Children's Museum. Included with daily admission to the Museum. \$24, \$16 for Florida Residents, military personnel/veterans, and free for children under the age of one and members.

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**Previous TDC Funding:**

\$30,000 (22-23); \$25,000 (21-22); {End of cycle - COVID - \$14,000 (19-20)}; \$20,000 (18-19); \$20,000 (15-16); \$20,000 (14-15); {\$12,000 (12-13) - End of cycle}; \$14,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09)

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#### Other Government Funding:

State of Florida General Program Support - \$25,000

## TDC - Project Description

Completed - Oct 10 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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Miami Children's Museum will bring back the first-ever museum exhibit based on Disney Junior's hit series, "The Lion Guard," which continues the epic storytelling of "The Lion King" and follows the adventures of Kion, the second-born cub of Simba and Nala, and his diverse group of friends as they unite to protect the Pride Lands. The exhibit will be open to the public, at Miami Children's Museum from February 3, 2024 – May 5, 2024.

The Museum is open daily with two sessions, 10 AM – 1:30 PM and 2:30 PM - 6 PM. "The Lion Guard: The Exhibit" is included with Museum admission. Admission is \$24, \$16 for Florida Residents, military personnel/veterans, and free for children under the age of one and members.

A series of events will take place at the Museum, located on Watson Island, to highlight the exhibit during the project period including opening day/closing day events. Throughout the duration of the exhibit, the Museum will host numerous interactive culture-rich arts-based programs and activities. These include weekend events and free third Fridays that attract more than 1,000 visitors, and daily activities that attract 100-200+ people. The Museum's theatrical troupe will make the beloved characters come to life during weekly performances.

Based on the number of individuals expected to visit the Museum on Watson Island located between Downtown Miami and Miami Beach to experience the exhibit, the total economic impact on the tourism and arts and culture industry in Miami-Dade County from "The Lion Guard: The Exhibit" at Miami Children's Museum is calculated to be \$3,443,942 per the Arts & Economic Prosperity 5 Calculator on the website of Americans for the Arts.

The PR and Marketing for "The Lion Guard: The Exhibit" will include a mix of print, outdoor (including the large LED screens on the side of the MCM facility), online advertising, radio, social media, and email marketing. A robust online presence enables the Museum to reach a diverse audience. The Museum will support PR and print marketing with a strong online promotional campaign for the exhibit.

As a regular advertiser in tourism publications including the GMCVB, VisitFlorida, Kenney Communications (brochures and digital), Florida Attractions Association, and the Port of Miami. The Museum drives tourism and develops audiences from across the world. Miami Children's Museum has an ongoing aggressive grassroots marketing campaign to distribute flyers and promotional materials to hotels, high-end condo buildings and concierges, high-end retail, and other tourist attraction areas.

Miami Children's Museum's media partners for "The Lion Guard: The Exhibit" include NBC6 and Future Today (Happy Kids channel). In addition to these partnerships, we are currently working to establish relationships with Univision, Telemundo, and Spanish-speaking radio stations to expand our reach into the Hispanic market. We are planning an exclusive media launch for The Lion Guard: The Exhibit and are confident that this will garner the publicity required to create a buzz throughout Florida that will result in an incredible success from a public relations

perspective.

In addition, the Museum has annual partnerships, which provide us with a deeper association and integration, with several online and print media including South Florida Family Life, The Miami Herald, Kiddos Magazine, Miami Kids Magazine, Munchkin Fun, 305Hive, and Miami Mom Collective.

TDC funding will allow for expanded reach through amplified marketing efforts by providing additional funds to execute the most effective marketing plan. With the TDC funds, the Museum hopes to better attract visitors who are planning a trip to Miami, or who are already here and looking for high-quality family-friendly activities.

## **TDC - Marketing Details**

**Completed** - Dec 4 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).**

Miami Children's Museum's PR and marketing strategy for "The Lion Guard: The Exhibit" includes a mix of print, outdoor (including the large LED screens on the side of the facility), online advertising, radio, social media, and email marketing intended to drive tourism to Miami and visitors to the Museum. Forty percent of Miami Children's Museum visitors are tourists and a robust online presence enables us to reach a much more diverse audience. The Museum will support public relations and print marketing with a strong online promotional campaign for "The Lion Guard: The Exhibit". The specific marketing plan details are yet to be confirmed but the goal is to be a revenue generator for the Museum and the surrounding areas of Miami Beach and downtown Miami and more.

As a regular advertiser in tourism publications including the GMCVB, VisitFlorida, Kenney Communications (brochures and digital), Florida Attractions Association, and the Port of Miami. The Museum drives tourism and develops audiences from across the world. Miami Children's Museum has an ongoing aggressive grassroots marketing campaign to distribute flyers and promotional materials to hotels, high-end condo buildings and concierges, high-end retail, and other tourist attraction areas.

The full marketing plan promotion is uploaded at the end of this application. It details the numerous strategies and tactics we will implement and includes:

- Media
- Print
- Digital Marketing
- Social Media
- E-blasts
- Internal Marketing
- Guerilla Marketing and Partnerships

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.*

Miami Children's Museum's media partners for "The Lion Guard: The Exhibit" include NBC6 and Future Today (Happy Kids channel). In addition to these partnerships, the Museum is currently working to establish relationships with Univision, Telemundo, and Spanish-speaking radio stations to expand our reach into the Hispanic market. With plans to launch an exclusive media campaign for The Lion Guard: The Exhibit confidence is high that this will garner the publicity required to create a buzz throughout Florida that will result in an incredible success from a public relations perspective.

In addition, the Museum has annual partnerships, which provide a deeper association and integration, with several online and print media including South Florida Family Life, The Miami Herald, Kiddos Magazine, Miami Kids Magazine, Munchkin Fun, 305Hive, and Miami Mom Collective.

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:

3500000

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

Based on normal traffic and visibility on social media, digital, the Museum's websites, and social media channels with outdoor and out-of-home LED and billboards, this is the minimum number of people we expect to reach.

The current estimate is based on the following factors

- LED billboards on Museum facing MacArthur Causeway
- Outdoor Advertising including Billboards, Bus Sides, Metro Mover and/or Trolleys, and Digital Pre Roll Spots.
- Typically Social Media Traffic for the Museum's Facebook, Twitter, Instagram
- Traffic to the Museum's YouTube Channel

## TDC - Tourism Impact Projections

Completed - Oct 10 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):*

87480

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

20

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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 | 56917                          | 20                                 |

|               |       |   |
|---------------|-------|---|
| Out of County | 12962 | 0 |
| Out of State  | 9743  | 0 |
| Foreign       | 7858  | 0 |

**TOTAL Projected # of Audience Attending:**

87480

**TOTAL Projected # Performing/Instructing:**

20

#### 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)

N/A

### 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:             | 0                      |                  |
| Actual number of hotel room nights used last year:           | 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: | N/A                             | N/A  |
| Year 2: | N/A                             | N/A  |
| Year 3: | N/A                             | N/A  |

## TDC - Project Budget Summaries

Completed - Oct 10 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:

\$ 35,000

#### Total Project Budget Expenses - Projected:

\$ 419,200

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

#### Organization Budget - Projected CASH Expenses:

\$ 10687312

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

\$ 450000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 11137312

**Funding Category:**

Continuing

**Continuing Applicants**

**Project and Operating Budget Summaries - Current Year**

|   |          |
|---|----------|
| Grant Award - Current Year (if you did not apply, enter N/A): | 30000    |
| Total Project Budget Expenses - Current Year:                 | 437425   |
| Organization Budget CASH Expenses - Current Year:             | 9879393  |
| Organization Budget IN-KIND Expenses - Current Year:          | 359500   |
| TOTAL Organization Budget - Current Year:                     | 10238893 |



## Continuing Applicants

### Project and Operating Budget Summaries - Completed Year

|   |         |
|---|---------|
| Grant Award - Completed Year (if you did not apply, enter N/A): | 25000   |
| Total Project Budget - Completed Year:                          | 347,139 |
| Organization Budget CASH Expenses - Completed Year:             | 8016933 |
| Organization Budget IN-KIND Expenses - Completed Year:          | 151367  |
| TOTAL Organization Budget - Completed Year:                     | 8168300 |

### 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

|  |                                |                                   |                     |                |
|--|--------------------------------|-----------------------------------|---------------------|----------------|
| <b>ORGANIZATION NAME:</b>  |                                | The Miami Children's Museum, Inc. |                     |                |
| <b>EXPENSES</b>  | <b>Grant Dollars Allocated</b> | <b>+ Cash MATCH</b>               | <b>= Total Cash</b> | <b>In-Kind</b> |
| In-house/Salaried Personnel: Administration                            |                                | \$17,200                          | \$17,200            |                |
| In-house/Salaried Personnel: Artistic                                  |                                | \$97,963                          | \$97,963            |                |
| In-house/Salaried Personnel: Technical/Production                      |                                | \$70,686                          | \$70,686            |                |
| Contracted/Outside Artistic Fees/Services                              |                                | \$1,850                           | \$1,850             |                |
| Contracted/Outside Other Fees/Services                                 |                                | \$4,000                           | \$4,000             |                |
| Marketing: ADV/PR/Printing/Publications                                | \$35,000                       | \$80,000                          | \$115,000           |                |
| Marketing: Postage/Distribution  |                                |                                   | \$0                 |                |
| Marketing: Web Design/Support/Maintenance                              |                                |                                   | \$0                 |                |
| Travel: In County  |                                |                                   | \$0                 |                |
| Travel: Out of County  |                                |                                   | \$0                 |                |
| Equipment Rental   |                                | \$3,000                           | \$3,000             |                |
| Equipment Rental / for Performance, Exhibitions, Events, etc.          |                                |                                   | \$0                 |                |
| Equipment Purchase   |                                |                                   | \$0                 |                |
| Equipment Purchase / for Performance, Exhibitions, Events, etc.        |                                |                                   | \$0                 |                |
| Space Rental   |                                |                                   | \$0                 |                |
| Space Rental / for Performance, Exhibitions, Events, etc.              |                                |                                   | \$0                 |                |
| Mortgage/Loan Payments   |                                |                                   | \$0                 |                |
| Insurance  |                                |                                   | \$0                 |                |
| Insurance / for Performance, Exhibitions, Events, etc.                 |                                | \$61,415                          | \$61,415            |                |
| Utilities  |                                | \$24,730                          | \$24,730            |                |
| Fundraising/Development (Non-Personnel)                                |                                |                                   | \$0                 |                |
| Merchandise/Concessions/Gift Shops                                     |                                | \$4,056                           | \$4,056             |                |
| Supplies/Materials   |                                | \$16,800                          | \$16,800            |                |
| Other Expenses (Itemize Below)   |                                |                                   |                     |                |
| Exhibit Opening Event  |                                | \$2,500                           | \$2,500             |                |
|  |                                |                                   | \$0                 |                |
|  |                                |                                   | \$0                 |                |
|  |                                |                                   | \$0                 |                |
|  |                                |                                   | \$0                 |                |
|  |                                |                                   |                     |                |
| SUBTOTALS:   | \$35,000                       | \$384,200                         | \$419,200           | \$0            |
| <b>TOTAL EXPENSES (Cash plus In-Kind)</b>                              | <b>\$419,200</b>               |                                   |                     |                |
| <b>GRANT REQUEST</b>   | <b>\$35,000</b>                |                                   |                     |                |
| Grant Request minus Grant Dollars Allocated; this field must equal \$0 | \$0                            |                                   |                     |                |

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

|   |                  |                                   |   |
|---|------------------|-----------------------------------|---|
| <b>ORGANIZATION NAME:</b>   |                  | The Miami Children's Museum, Inc. |   |
| <b>REVENUES</b>   | <b>CASH</b>      | <b>IN-KIND</b>                    | <b>% OF CASH REVENUES</b>                 |
| Admissions  | \$300,000        |                                   | 72%                                       |
| 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         |                                   | 6%  |
| Foundation Support  | \$15,000         |                                   | 4%  |
| Private/Individual Support  |                  |                                   | 0%  |
| Other Private Support:  |                  |                                   |   |
| Special Event Proceeds  |                  |                                   | 0%  |
| Government Grants: Federal<br>(Itemize below)                               |                  |                                   |   |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
| Government Grants: State<br>(Itemize below)                                 |                  |                                   |   |
| General Program Support   | \$25,000         |                                   | 6%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
| Government Grants: Local<br>(Itemize below)                                 |                  |                                   |   |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
| Government Grants: The Children's Trust<br>(Direct Funding / Itemize below) |                  |                                   |   |
|   |                  |                                   | 0%  |
| Merchandise/Concessions/Gift Shop<br>Revenues                               | \$19,200         |                                   | 5%  |
| Investment Income<br>(Endowment)  |                  |                                   | 0%  |
| Interest and Dividends  |                  |                                   | 0%  |
| Cash on Hand  |                  |                                   | 0%  |
| OTHER REVENUES<br>(Itemize below)   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
| Department of Cultural Affairs Grants<br>(Itemize below)                    |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | 0%  |
|   |                  |                                   | Grant Amount % of Total<br>Cash Revenues: |
| SUBTOTALS   | \$384,200        | \$0                               | 8%  |
| GRANT REQUESTED   | \$35,000         |                                   |   |
| CASH REVENUES + GRANT REQUESTED   | \$419,200        |                                   |   |
| <b>TOTAL REVENUES (Cash plus In-Kind)</b>                                   | <b>\$419,200</b> | <b>TOTAL IN-KIND %</b>            | <b>0%</b>                                 |