

Application: Actors' Playhouse Productions, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

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TDC Subcommittee Review Form

Completed - Dec 12 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.1

Funding Quarter

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

Grant Amount Requested:

35000

Staff Recommendation:

\$ 28,000

Organization Name:

Actors' Playhouse Productions, Inc.

Project Title:

Legally Blonde, The Musical

Project Type / Category:

Television

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

January and February 2023

Primary Event Location:

Miracle Theatre

County Commission District - Primary Event Location:

6

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

Funds are requested to support marketing and advertising including TV ads on three main stations and Mega TV, social media, print advertising in tourist publications and other major publications, and to contract a marketing and PR firm to expand the reach beyond Miami-Dade County.

Previous TDC Funding:

\$35,000 (22-23); \$35,000 (21-22); {End of cycle COVID - \$25,000 (19-20); \$20,000 (18-19)}; {End of cycle - \$12,000 (17-18)}; \$14,000 (16-17); \$20,000 (15-16); \$20,000 (14-15); \$20,000 (13-14); {\$15,000 (12-13) - End of cycle}; \$20,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09); {\$10,000 (07-08) End of Cycle}; \$7,000 (06-07); \$9,000 (05-06); \$9,000 (04-05); \$10,000 (03-04); (\$5,000 (02-03) - End of Cycle); \$5,000 (01-02); \$10,000 (00-01); \$2,250 (98-99); \$2,500 (97-98)

Other Government Funding:

Major Cultural Institutions - \$55,000

State of Florida Professional Theater - \$15,000

City of Coral Gables - \$4,000

TDC - Project Description

Completed - Oct 9 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.

Actors' Playhouse will produce the electric Broadway musical Legally Blonde, the Musical January 31-February 25, 2024, at the Miracle Theatre in Coral Gables. The show's popular music, high-energy dance numbers, and familiar storyline based on the iconic movie Legally Blonde, will attract tourism to Miami-Dade County for leisure and business. This will be the first regional professional production of Legally Blonde, the Musical in Miami-Dade County. Coincidentally, the hype of the movie Barbie has escalated popularity and interest in the musical Legally Blonde. The productions will be presented at the Miracle Theatre in the 600-seat auditorium with 6-7 performance a week for four weeks with an option for a fifth week extension. Ticket prices range from \$30-\$100, with incentives and low discounted rates for students, seniors, and groups.

Each year Actors' Playhouse produces one signature large-scale Broadway musical to critical acclaim and box office success. Last year's hit, Jimmy Buffett's Escape to Margaritaville, is an example with 80% capacity in sales in a four-week run. The guest list was inclusive of over 10% visitors from destinations outside Miami. Renowned for producing critically acclaimed large-scale musicals with broad name recognition, the theatre has a 35-year track record for box office success attracting residents and visitors. Regarded as a signature producer of musical theatre in South Florida, the company has received 110 awards for Carbonell excellence, which are the equal to the Tony Awards in the region.

With the potential of 16,800 guests during the four-week run in the height of tourist season, we expect at least 10% to be visitors. To secure tourist attraction, the theatre is partnering with area hotels offering special corporate discounted rates for Actors' Playhouse guests. Promotions will be shared on the theatre's website and through the hotel. Current partners are The Biltmore Hotel, Hyatt Regency Coral Gables, Hotel Colonnade, Hotel St. Michel, Hampton Inn Brickell and Hampton Inn Coconut Grove, Thesis Hotel, Coral Gables Courtyard Marriott, Coral Gables Loews, and Quality Inn at the Falls.

The theatre's reputation for artistic excellence and critical acclaim for its large-scale name recognizable Broadway musical productions attracts repeat business from visitors from locations like New York, London, and the Caribbean. The theatre has contracted a full-page color ad in the Biltmore Hotel guest room magazine to brand the institution for immediate and future business. Advance tickets sales for the production began September 1st. Positive response from early sales identifies the best market to continue promoting sales within and outside the community. Group sales efforts to book seats with meeting planners is currently addressed by staff.

With every box office ticket order, guests are asked of how they heard about the show, which is documented in the history of our sales per event on our ticket manager system. This information will assist in our plans for advertising and marketing efforts to accelerate sales. Beginning January 1, 2024, the theatre will produce a slick professional TV commercial to view on partner stations NBC6, Mega TV, and South Florida PBS and contracted stations CBS4

and WPLG 10. The TV campaign will be escalated to include commercials via an extensive social media campaign managed by Rock Orange PR.

TDC - Marketing Details

Completed - Oct 9 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 goal is to promote the iconic musical Legally Blonde to a diverse and multigenerational audience through strategic advertising on TV, Radio, and social media. Hotel room nights are highly anticipated to be booked with travelers who are part of the production and artistic team, and their guests who visit Miami during the run of the show. With a large cast, we anticipate that at least 100 room nights over seven weeks of rehearsal and production will be booked by designers, actors, and their out-of-town guests. During this seven-week period, 30 out-of-town employees who will also dine, shop, and visit local attractions with their guests.

60 rotating ads on Mega TV

40 rotating ads South Florida PBS

60 ads on NBC6 & Guaranteed featured Interview

20 ads on CBS 4 Miami with featured promotion

50 ads Zeta 92.3 FM

30 ads WLRN 91.3 FM

30 ads Easy 93.1 FM

Prime seat offer of 25% discount for area hotel guests

Trade marketing materials and flyers with other cultural organizations

Extensive Social media ads on Facebook, Instagram, and YouTube

Biltmore Hotel full page room magazine ad

10,000 post cards distributed to retail outlets and hotels

Digital poster cases 24/7 on Miracle Mile

2,500 post cards for restaurant bill folders

Weekly email to 75,000 for seven weeks

3,000 brochures to hotels, restaurants, the GMCVB, and Chambers of Commerce groups

Featured interviews in Variety, Time Out Miami and New York, Backstage, Playbill.com, Broadway.com, Miami Herald, Sun Sentinel, El Nuevo Herald, Diaries Las Americas, South Florida Times, Miami Times, Community Newspapers, and on CBS 4, NBC6.

Discount ticketing On The Cheap

Group discounted rates

Theatre/dinner packages at reduced rates with 30 area restaurants on off/nights

50% off tickets the day of the production at the kiosk at 6pm

\$30 tickets from noon to 2pm the day of the production at the kiosk

\$30 tickets to educators, military, industry professionals

Dynamic tiered seating pricing ranges from \$30-\$100

\$15 student rush tickets

10% off senior tickets

100 Free tickets on two Preview Night Performances to the Golden Passport Program 100 Free tickets Preview Nights to Culture Shock

Full page ad in Florida Grand Opera season program

Coral Gables Map ad

Full Page ad in Coral Gables Magazine

600 comp tickets to high school students

Reduced pricing of 50% to major corporate sponsors

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.*

Actors' Playhouse shares remarkable partnerships with TV stations NBC6, South Florida PBS, and Mega TV, which also include on air features and interviews and additional advertising benefits with barter. NBC provides 70% In-kind with 30% paid ads plus guaranteed features on Six in The Mix. South Florida PBS and Mega TV are full trade. CBS4 and WPLG10 are full paid ads. We are specifically contracting CBS 4 ads to be placed during the popular Sunday Good Morning show from 9-10:30 AM. All of these TV stations reach millions of people in South Florida and beyond. South Florida PBS will reach a broad market from Palm Beach to the Keys, which will also increase tourism into Miami for cultural experiences and stay vacations. CBS 4 is committed to a feature story for the production as well. Radio advertising with WLRN 91.3 FM reaches a cultural audience, and with Easy 93.1 FM we reach a broad audience with a high Hispanic demography. Zeta 92.3 FM will reach another Hispanic demography to generate a diverse audience awareness. Partnerships have proven to be mutually beneficial whereby SBS has doubled their in-kind advertising on Mega TV and Zeta this season. Ticket discounted benefits of fifty percent are promoted to our corporate sponsors, which also increases attendance with corporate leaders visiting Miami from other communities. Barter advertising for facility rental allows us to place a full page ad in the FGO season program reaching prime musical audiences in two counties. The Florida Times promotes advertising and is distributed from Miami-Dade County-Palm Beach. Ads in the privately owned black weekly publication is supported by Actors' Playhouse Board of Director Robert Beatty.

The Miracle Theatre is rented annually to global corporations and cultural organizations for seminars, annual meetings, and private events. The guests of the renters partake in room night bookings of area hotels, some pre-contracted with the hotels. Theatre rental bookings with national organizations several times a year are with Prospera U.S.A., University of St. Augustine, CompuMed, and Florida International University Law. Numerous film and commercial producers rent the Miracle Theatre because of the image of the iconic marquee for messaging,

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:

50000000

3a. How was the above estimate determined?

This information is determined by combining statistical data from the estimated number of people who are reached by our media partners such as readership, listeners, and viewer ratings. The estimated number considers all the following: our current count of active records in our in-house theatre database receiving weekly email blasts, ticket sales generated through email distribution, online ticketing through barcodes, a percentage of forwarded emails, and a percentage of email blasts generated through our theatre sponsors' electronic communication such as newsletters to employees and clients.

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):

16800

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

75

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	15120	30
Out of County	800	30
Out of State	800	15
Foreign	80	0

TOTAL Projected # of Audience Attending:

16800

TOTAL Projected # Performing/Instructing:

75

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)

With new corporate agreements in this season, lodging will be promoted through our website under Plan Your Visit, and the websites of our partnering hotels, which include The Biltmore Hotel, Hyatt Regency, Hampton Inn Coconut Grove and Hampton Inn Brickell, Hotel St. Michel, Hotel Colonnade, Marriott Courtyard Coral Gables, Thesis, and Quality Inn South. Private housing is available as in-kind for the show through a Board of Directors member. and by need at the Quality Inn South. The organization is featured on the GMCVB website, and national press and social media will circulate over seven weeks via our PR Agency, Based on Actors' Equity Association union rules, housing is provided for contracted show actors from New York, Las Vegas, San Francisco, Los Angeles, and areas outside 50 miles of the theatre. By creating a marketing campaign with partnering hotels with favorable corporate rates, and by promoting our hotel benefits to the general public, we will have an excellent opportunity to promote room nights for this production as well as other productions during the season. Projections this season are based on last year's results. The theatre will also be housing four actors in private contributed housing, two actors in a rental apartment, and one actor in a hotel.

Hotel Room Nights Chart

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

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:	49
Courtesy Room Blocks:	294

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:	Biltmore Hyatt Quality Inn Marriott St. Michel	5 5 49 3 10
Year 2:	St Michel Hyatt Biltmore Quality Inn	10 5 5 80
Year 3:	Marriott Biltmore Hyatt Colonnade Quality Inn	15 10 15 20 50

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:

\$ 35000

Total Project Budget Expenses - Projected:

\$ 920000

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

Organization Budget - Projected CASH Expenses:

\$ 3697595

Organization Budget - Projected IN-KIND Expenses:

\$ 820000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 4517595

Funding Category:

Continuing

Continuing Applicants

Project and Operating Budget Summaries - Current Year

Grant Award - Current Year (if you did not apply, enter N/A):	35000
Total Project Budget Expenses - Current Year:	748000
Organization Budget CASH Expenses - Current Year:	3568096
Organization Budget IN-KIND Expenses - Current Year:	865000
TOTAL Organization Budget - Current Year:	4433096

Continuing Applicants

Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	35000
Total Project Budget - Completed Year:	929582
Organization Budget CASH Expenses - Completed Year:	3560878
Organization Budget IN-KIND Expenses - Completed Year:	867000
TOTAL Organization Budget - Completed Year:	4427878

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?

No

Provide an explanation as to why your organization is not pursuing financial support from the Miami Beach VCA or the Miami Beach CAC.

The organization's land lord is the City of Coral Gables and the lease does not allow the organization to produce major events outside the Miracle Theatre in Coral Gables.

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.

The grant program is MCI and the expenses in this grant are applied to artistic expense.

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		ACTOR'S PLAYHOUSE PRODUCTION, INC.		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$74,000	\$74,000	
In-house/Salaried Personnel: Artistic		\$54,000	\$54,000	
In-house/Salaried Personnel: Technical/Production		\$53,000	\$53,000	
Contracted/Outside Artistic Fees/Services		\$265,000	\$265,000	
Contracted/Outside Other Fees/Services		\$2,500	\$2,500	
Marketing: ADV/PR/Printing/Publications	\$35,000	\$58,000	\$93,000	\$85,000
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance		\$3,500	\$3,500	\$2,000
Travel: In County		\$12,000	\$12,000	\$20,000
Travel: Out of County		\$5,000	\$5,000	\$2,000
Equipment Rental		0	\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$5,000	\$5,000	
Equipment Purchase		0	\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$3,000	\$3,000	
Space Rental		\$0	\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$9,500	\$9,500	\$15,000
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$10,000	\$10,000	
Utilities		\$10,000	\$10,000	
Fundraising/Development (Non-Personnel)		\$6,000	\$6,000	
Merchandise/Concessions/Gift Shops		\$6,000	\$6,000	\$1,000
Supplies/Materials		\$4,000	\$4,000	\$3,500
Other Expenses (Itemize Below)				
Show Production Expense		\$126,000	\$126,000	\$3,000
Royalties		\$20,000	\$20,000	
Telephone/Communication		\$1,000	\$1,000	\$500
Repairs/Maintenance		\$20,000	\$20,000	\$5,000
			\$0	
SUBTOTALS:	\$35,000	\$748,000	\$783,000	\$137,000
TOTAL EXPENSES (Cash plus In-Kind)	\$920,000			
GRANT REQUEST	\$35,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:		ACTOR'S PLAYHOUSE PRODUCTION, INC.	
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$579,000		74%
Memberships	\$50,000		6%
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	\$30,000	\$117,000	4%
Foundation Support			0%
Private/Individual Support	\$10,000	\$20,000	1%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Profssional Theatre	\$15,000		2%
			0%
			0%
Government Grants: Local (Itemize below)			
Coral Gables	\$4,000		1%
			0%
			0%
Government Grants: The Children's Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends	\$5,000		1%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%
MCI	\$55,000		7%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$748,000	\$137,000	4%
GRANT REQUESTED	\$35,000		
CASH REVENUES + GRANT REQUESTED	\$783,000		
TOTAL REVENUES (Cash plus In-Kind)	\$920,000	TOTAL IN-KIND %	17%