

# Application: Adrienne Arsht Center Trust, Inc.

Beth Markowitz - bmarkowitz@arshtcenter.org  
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

**ID:** TDC-0000000410

**Last submitted:** Feb 23 2022 11:44 AM (EST)

**Labels:** 2021-2022, Third Quarter, Courtesy Review, FY 21-22 Q3 Applicant, Corrections Ready, Request Approved, TDC - Corrections Submitted

## TDC Panel Review Form

**Completed** - Mar 28 2022 - Hidden from applicant

## TDC Panel Review Form

### MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2021-2022 Tourist Development Council

Panel Application Review

### AGENDA ITEM:

4A.1

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### Grant Amount Requested:

35000

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### Subcommittee Recommendation:

\$ 25,000

**Organization Name:**

Adrienne Arsht Center Trust, Inc. d/b/a Adrienne Arsht Center for the Performing Arts of Miami-Dade County

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**Project Title:**

Flamenco Festival Miami 2022

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**Project Type / Category:**

Special Events / Promotions

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**Funding Category:**

First Time

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**Corporate Status:**

Organization – Not for Profit

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

April 10, 21, and 23, 2022.

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**Primary Event Location:**

Adrienne Arsht Center for the Performing Arts of Miami-Dade County

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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:

Funds are requested to support the Adrienne Arsht Center's Flamenco Festival Miami and its three electrifying performances that include Miguel Poveda, Mercedes Ruiz, María Moreno and Eduardo Guerrero, Manuel Liñán, and more at the Arsht Center in downtown Miami on April 10, 21, and 23, 2022. Typically one of the largest flamenco events outside of Spain, Flamenco Festival Miami has engaged over 80,000 people with this historic art form since the festival began at the Arsht Center 13 years ago.

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## Previous TDC Funding:

\$15,750 (19-20); \$17,500 (18-19); {End of cycle - \$9,000 (17-18)}; \$10,500 (16-17); \$12,000 (15-16); \$13,500 (14-15); \$15,000 (13-14); {\$6,000 (12-13) - End Cycle}; \$7,000 (10-11); \$8,000 (07-08); \$9,000 (06-07); \$10,000 (05-06)

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## Other Government Funding:

N/A

## TDC - Project Description

**Completed** - Jan 10 2022

## 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 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.**

**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) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**

8) HOW will TDC funding enhance your project's tourism attractiveness?

- a. Are other organizations involved in the project's production and, if so, who?
- b. 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 narrative form.**

In the past 13 years, Miami has established itself as the go-to city in our nation for experiencing the art of flamenco in its finest form, thanks to the Adrienne Arsht Center's Flamenco Festival Miami. This multi-day event celebrating the culture and artistry of Spain will feature stars such as Miguel Poveda, Compañía Manuel Liñán and Mercedes Ruíz. Flamenco Festival Miami will occur April 10-23, 2022 at the Arsht Center in downtown Miami. Tickets currently range from \$25 to \$125. The Festival will also partake in the Arsht Center's new Sweet \$15 ticket discount program, created in celebration of the Center's 15th anniversary season. With sweeping dresses and hands, blazing feet and primeval rhythms, Flamenco Festival Miami is one of the largest and most important cultural flamenco events organized outside of Spain. The festival has engaged over 80,000 people in Miami since its inception.

This year's festival will feature 3 distinctly different performances. On April 10th at 7:30 p.m., Barcelona-born vocalist Miguel Poveda and his award-winning band will perform a musical tour of traditional flamenco in Knight Concert Hall. He will be accompanied onstage by four great artists: guitarist Jesús Guerrero, vocalist El Londo, percussionist Paquito González, and Gypsy dancer Antonio Molina "El Choro." On April 21st at 8:00 p.m., a "Stars of Flamenco" show will take place in Ziff Ballet Opera House showcasing solos by Mercedes Ruíz, María Moreno and Eduardo Guerrero. In addition, the show will feature a cadre of musicians and rising singer Maria Terremoto, the youngest artist to receive the Giralddillo award for new artist at the Seville Flamenco Biennial. On April 23rd at 8:00 p.m., Compañía Manuel Liñán will present "¡Viva!" in Knight Concert Hall. The all-male dance company returns with a new show that explores gender identity through characterizations inspired by the flamenco woman.

Flamenco Festival Miami will create an unforgettable cultural experience, drawing an anticipated audience of 6,000 people to the heart of Miami-Dade County. As vaccination rates continue to increase and COVID-19 positivity rates proceed to decrease, the Arsht Center is looking forward to attracting patrons from around the world and around the corner to experience this one-of-a-kind festival. To attract tourists, the Center partners with local organizations, such as the Consul General of Spain, Tourist Office of Spain, local flamenco schools and the Spain-U.S. Chamber of Commerce, to promote the shows via extended outreach and list-sharing. The festival also receives extensive media coverage, consistently ranked in dance critics' top picks for the season.

The Arsht Center advertises the festival with direct mail and e-blasts. Print ads will run in the Miami Herald, El Nuevo Herald, Diario las Americas and Miami New Times. Radio ads will run on WLRN, WCMQ

and WAMR. TV spots will run on WPBT, WTVJ, WSVN and Spanish channels Telemundo and Univision. The Center will build awareness of the festival via social media, designated e-blasts, and on [arshtcenter.org](https://arshtcenter.org), which receives over 3 million visits per year. The Arsht Center is cautiously optimistic that come April, positivity rates will be down and vaccination rates and people's comfort levels in attending live events will be up. Given this, the festival is expected to draw an audience of up to 6,000 guests, with up to 25% of those tourists from other counties, states or countries. Weekly marketing meetings are held to track targets and milestones for every performance at the Arsht Center. In addition, 31 artists (and 7 of their guests) will travel to Miami and stay here to rehearse and perform. The Center has booked a total of 62 room nights at the Miami Marriott Biscayne Bay, 1633 N. Bayshore Dr.

TDC funding is critical for Flamenco Festival Miami. The funding enables the Arsht Center to book top talent from around the world. With TDC helping to support outside artistic fees, the Center expects to have a broader reach and continue to present the best of flamenco in Miami, growing Flamenco Festival Miami into a tradition that is part of the cultural offerings that make Miami a top destination around the world.

## TDC - Marketing Details

Completed - Jan 9 2022

## 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).**

Flamenco Festival Miami 2022 will be one of the largest flamenco events outside of Spain this year. The Arsht Center markets the festival aggressively with a layered strategy that combines traditional and digital marketing with social media outreach. This approach is designed to attract as many tourists as possible. In 2019, the Center received media coverage from local, national and international sources. In 2022, this successful strategy will be deployed to continue the momentum of the festival with locals and tourists.

The Center's digital campaign will consist of sending e-blasts promoting the festival, highlighting it on the Center's website ([arshtcenter.org](https://arshtcenter.org)) and purchasing ads on media platforms like YouTube. The total reach of e-blasts is over 200,000 unique mail accounts. The Center will also leverage its prominence on social media, using targeted promoted posts that create a broad reach of exposure to patrons. Using promoted posts increases engagement via social media, leveraging a combined following of over 181,294 followers on Facebook, Twitter and Instagram. Posts on social media engage the public in an interactive way, to reach beyond Miami and diffuse information that reaches new audiences. Then, they help re-direct online traffic to the Center's website, where tickets can be purchased.

A direct mail campaign includes the Center's full-season brochure that was mailed to over 100,000 homes and sent digitally in September 2021. The Center will also send out Flamenco Festival mailers as the festival draws near.

As in the past year, the Center will purchase print ads in both English and Spanish media outlets, including the Miami Herald and El Nuevo Herald. Radio spots will air on WLRN (English) and WAMR and WCMQ (Spanish). TV spots in both English and Spanish will air on WPBT, WPLG, Telemundo and Univision. The Center will place outdoor ads on downtown digital kiosks, bus shelters, throughout Miami-Dade County and on kiosks outside the Arsht Center.

The Center's Group Sales department will work with the Greater Miami Convention & Visitors Bureau and the South Florida Concierge Association to inform tour guides, hotel and hospitality professionals about the shows. The Center will build awareness of the festival through its partnerships in the Spanish community, which include the Consul General of Spain in Miami, the Spain-U.S. Chamber of Commerce, the Tourism Office of Spain and the Centro Cultural Español de Cooperación Iberoamericana.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. **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 Arsht Center establishes media partnerships with multiple TV stations for Flamenco Festival Miami, including WPBT, WTVJ in English, and Telemundo and Univision in Spanish. As a standard practice, the Center's Marketing Department negotiates with these stations for a \$2 return on investment for every \$1 in marketing spends. Typically, the stations run banner and other online ads on their websites about Flamenco Festival Miami and provide extended broadcast coverage, such as NBC's "6 in the Mix" specials.

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):

350000

3a. How was the above estimate determined?

The Arsht Center tallies its reach by adding the core e-reach from its three, relevant e-blast subscriber lists (dance, world music and Latin entertainment), which is over 150,000 people. The Center then expands its reach by targeting other potential ticket buyers through these methods: buying e-blast lists from outside groups and using floating flash impressions on the Miami Herald website. Those numbers, combined with the Arsht Center social media reach of over 181,294 raise the electronic media marketing reach of Flamenco Festival Miami to over 350,000 impressions.

## TDC - Tourism Impact Narratives



# TDC - Tourism Impact Narratives

**1. Describe the event's potential for direct measurable international, national and countywide tourism impact and why you think it will increase visitation to Miami-Dade County. In addition, explain how TDC funding will help you enhance your project's tourism impact.**

Flamenco Festival Miami has raised the cultural profile of Miami-Dade County as a destination for the best flamenco performances that the world has to offer. During the 2019 festival, which featured the world-renowned flamenco dancer Sara Baras and her company, 24% of audience members who purchased tickets lived outside of Miami-Dade County. Along with Broward and Palm Beach counties, the areas with the highest rates of participation included Boston, Washington, D.C., New York and foreign countries. The Center collected this information by analyzing zip codes from patrons who purchased tickets. The tourism impact of the festival, including hotel usage, restaurant visits (like BRAVA! on the Center's campus), and support of the local economy is likely even higher when taking into consideration that Miami-Dade residents could be purchasing tickets for out-of-town visitors.

Press coverage for the festival in 2019 stretched from Spanish-language publications in Los Angeles, Chicago and Minneapolis to EuropaPress, La Hora, Billboard and Diario Las Americas, among 56 total published articles. The total reach of the press coverage based on circulation figures was over 26 million readers -- many of those potential future tourists for Miami-Dade County.

TDC funding for Flamenco Festival Miami will be used to pay for the artistic fees of top international flamenco artists who drive attendance and attention from media and tourists.

**2. Describe how your organization will evaluate the success and tourism impact of the project. Include anticipated attendance figures, including the number of tourists estimated to attend, special constituencies served, and achievement of objectives and other applicable performance indicators.**

The Arsht Center evaluates the tourism impact of Flamenco Festival Miami by tracking zip codes of ticket buyers. Those with non-Miami-Dade zip codes are considered tourists. Historically, 59% of Flamenco Festival Miami tickets buyers identify as female and 59% are Hispanic. Tourists have comprised 20% of the total festival audience. The impact of this festival goes beyond audience numbers, with widespread media coverage helping to promote Miami and the Arsht Center to prospective visitors. The Center will continue to track how many tourists purchase tickets and will also track media attention, which is expected to increase as the pent up demand for travel and live performing arts experiences increases. Visitors who attend the festival will continue to receive e-mails and other outreach efforts as the Center works to cross-promote other shows and events to entice people to return to Miami.

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**3. How do you determine if the project is a primary or secondary reason for visitation to Miami-Dade County?**

As one of the most significant flamenco events in the United States each year, Flamenco Festival Miami is considered a primary reason for visiting Miami-Dade County. The genre itself has a large and passionate fan base. Flamenco Festival Miami at the Arsht Center is one of only two North American engagements for most the dancers featured in the upcoming festival.

**4. Describe your organization's previous experience(s) in producing this or a comparable event:**

The Arsht Center has now produced 12 consecutive successful seasons of Flamenco Festival Miami, with sold-out shows for the majority of the performances. The Center's programming staff has experience in presenting Spanish flamenco artists, as well as other Latin artists in dance, world music, and international entertainment. Due to their many years working with Spanish promoters, flamenco dance companies and musicians, the Center's staff is able to identify and secure new engagements by world-class flamenco artists for the festival each season. Since opening in 2006, the Arsht Center has gained experience in handling the complex logistics necessary to coordinate multiple shows with international organizations and partners. The Arsht Center has built a reputation for bringing the best flamenco performers available, growing audiences, and drawing aficionados from around the world and around the corner.

## **TDC - Tourism Impact Projections**

**Completed** - Jan 9 2022

## **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):*

6000

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

31

**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	4464	
Out of County	1116	
Out of State	360	
Foreign	60	31

**TOTAL Projected # of Audience Attending:**

6000

**TOTAL Projected # Performing/Instructing:**

31

## Participating Hotels | Room Blocks

In this section, please describe/provide:

- How will overnight lodging be promoted to visitors attending the event
- A list of participating hotels;
- Number of room nights booked at each hotel;
- A brief explanation as to 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)

The Arsht Center has booked 62 hotel room nights for the artists and crew at Marriott Miami Biscayne Bay from April 9, 2022 to April 23, 2022. These rooms will accommodate the 31 performers and crew members, plus their 7 guests traveling to take part in the festival. With multiple dance companies and several different performances occurring, the 62 hotel room nights for the upcoming festival are determined by adding the following total rooms needed April 9-23, 2022: 9 rooms on April 9 + 9 rooms on April 10 + 14 rooms on April 20 + 14 rooms on April 21 + 4 rooms on April 22 + 12 rooms on April 23. There are no hotel room figures to report for last year, as Flamenco Festival Miami was cancelled due to COVID-19 travel restrictions and conditions.

### Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	62	
# 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

	Room Nights Contracted
Guaranteed Room Blocks:	62
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 = 2020-2021
- YEAR 2 = 2019-2020
- YEAR 3 = 2018-2019

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	N/A	0
Year 2:	Marriot Miami Biscayne Bay	70
Year 3:	Marriot Miami Biscayne Bay	278

## TDC - Project Budget Summaries

Completed - Feb 23 2022

## TDC - Project Budget Summaries

## Project and Operating Budget Summaries

- **Completed Year = 2019-2020 or calendar year 2020**
- **Current Year = 2020-2021 or calendar year 2021**
- **Projected Year = 2021-2022 or calendar year 2022**

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### Grant Amount Requested - Projected:

\$ 35000

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### Total Project Budget Expenses - Projected:

\$ 329701

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

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### Organization Budget - Projected CASH Expenses:

\$ 36311680

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

\$ 175000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 36486680

**Funding Category:**

Continuing

**Continuing Applicants**

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

Grant Award - Current Year (if you did not apply, enter N/A):	N/A
Total Project Budget Expenses - Current Year:	0
Organization Budget CASH Expenses - Current Year:	22281000
Organization Budget IN-KIND Expenses - Current Year:	175000
TOTAL Organization Budget - Current Year:	22456000



## Continuing Applicants

### Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	10315
Total Project Budget - Completed Year:	19012
Organization Budget CASH Expenses - Completed Year:	47290409
Organization Budget IN-KIND Expenses - Completed Year:	175000
TOTAL Organization Budget - Completed Year:	47465409

### 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?

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.

Flamenco Festival Miami is included as a signature series in the programming description in the Arsht Center's MCI grant application to provide a broad overview of all of the performances and activities presented by the Center, but MCI grant funds do not support Flamenco Festival Miami. MCI grant funds pay artists fees for programming that the Arsht Center provides to the public, such as Free Gospel Sundays and free Family Fest, and for other shows that do not attract high ticket revenue. Flamenco Festival Miami does not receive support from MCI grant funds or any other Department of Cultural Affairs grant. The TDC grant is the only Department of Cultural Affairs grant that supports the festival.

## **Performance Venue Locations and District Numbers**

**Completed** - Jan 6 2022

## **Performance Venue Locations and District Numbers**

**Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).**

**Enter information for activities taking place in Miami-Dade County ONLY.**

**For activities presented virtually, enter the physical address from where the activity was presented.**

- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
- Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): [https://openstates.org/find\\_your\\_legislator/](https://openstates.org/find_your_legislator/)

### Primary Performance Venue #1:

*\*This should be the venue where the **majority** of your programs/performances will take place.*

Primary Venue Name - #1	Adrienne Arsht Center for the Performing Arts of Miami-Dade County
Address - venue #1	1300 Biscayne Blvd.
City - venue #1	Miami
State - venue #1	Florida
Zip Code - venue #1	33132
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	35
STATE HOUSE (LOWER) DISTRICT NUMBER:	113
Are/were activities presented virtually from this location, in whole or in part?	NO

## Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

## Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

**Venue #4**

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

**Venue #5**

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:  
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

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**Venue #6**

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

**Venue #7**

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

**Venue #8**

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

**Venue #9**

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

**Venue #10**

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)



*Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).*

***Applies to applicants with a primary office in Miami-Dade County only.***

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	3
MUNICIPALITY CODE:	01 Miami
STATE SENATE (UPPER) DISTRICT NUMBER:	35
STATE HOUSE (LOWER) DISTRICT NUMBER:	113

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

<b>ORGANIZATION NAME:</b>		Adrienne Arsht Center Trust, 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		\$23,000	\$23,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$40,940	\$40,940	
Contracted/Outside Artistic Fees/Services	\$35,000	\$73,618	\$108,618	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/ Printing/Publications		\$70,000	\$70,000	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County		\$6,500	\$6,500	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$6,000	\$6,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$63,669	\$63,669	
Mortgage/Loan Payments			\$0	
Insurance		\$2,035	\$2,035	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$2,800	\$2,800	
Other Expenses (Itemize Below)				
Catering		\$1,500	\$1,500	
Tier Leaders/Ushers		\$2,310	\$2,310	
EMT/Fire Marshall		\$2,329	\$2,329	
			\$0	
			\$0	
SUBTOTALS:	\$35,000	\$294,701	\$329,701	\$0
<b>TOTAL EXPENSES (Cash plus In-Kind)</b>	<b>\$329,701</b>			
<b>GRANT REQUEST</b>	<b>\$35,000</b>			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$25,035			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

<b>ORGANIZATION NAME:</b>	Adrienne Arsht Center Trust, Inc.		
<b>REVENUES</b>	<b>CASH</b>	<b>IN-KIND</b>	<b>% OF CASH REVENUES</b>
Admissions	\$231,620		70%
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	\$20,000		6%
Foundation Support	\$10,000		3%
Private/Individual Support			0%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			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			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
Arsht Center Cash on Hand	\$33,081		10%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			
			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$294,701	\$0	11%
GRANT REQUESTED	\$35,000		
CASH REVENUES + GRANT REQUESTED	\$329,701		
TOTAL REVENUES (Cash plus In-Kind)	\$329,701	TOTAL IN-KIND %	0%