

Application: Arca Images, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

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Labels: 2021-2022, Fourth Quarter, Technical Review, FY 21-22 Q4 Applicant, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Panel Review Form

Completed - May 19 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

Grant Amount Requested:

10000

Subcommittee Recommendation:

\$ 10,000

Organization Name:

Arca Images, Inc.

Project Title:

Kisses Through The Glass

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

July 28, 29, 30 & 31 and August 4,5, 6 & 7, 2022

Primary Event Location:

Miami-Dade County Auditorium

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support 8 performances of "Kisses Through The Glass," an original world premiere play written and directed by Miami's own Pulitzer Prize-winning Nilo Cruz at Miami-Dade County Auditorium On.Stage Black Box Theater, from July 28-August 7, 2022. Produced by Arca Images, in English with Spanish translation, it will tell the story of the shared journey of a nomadic woman, of Latin American descent, and a man, a white war veteran, as together they flee a devastating pandemic.

Previous TDC Funding:

\$9,000 (18-19); \$10,000 (16-17)

Other Government Funding:

N/A

TDC - Project Description

Completed - Apr 11 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.

Arca Images will present eight performances of "Kisses Through The Glass," an original world premiere play written and directed by Miami's own Nilo Cruz at Miami-Dade County Auditorium (MDCA) On.Stage Black Box Theater, from July 28-August 7, 2022, in Miami's Little Havana neighborhood.

This new work, commissioned for the production by Arca Images, is written by the first Latino playwright to win a Pulitzer Prize, and will be in English with simultaneous Spanish interpretation. The play will recount the journey of a nomadic Actress, and a Truck Driver.

The actress, of Latin American descent, has become a hitchhiker heading from north to south with a story to tell. The truck driver, a white war veteran, doesn't have much contact with humanity and has never been to the theater. The two are drawn together by the road, and their need to escape a territory that has been devastated by a pandemic. Now that the theaters have been closed (in the world of the play and in our world today until recently), due to the catastrophic malady that has disrupted life, the inside of the truck becomes a stage for the actress, as she tells him about the last play that she was rehearsing before the production was canceled. As she reenacts those fleeting moments, not only does she safeguard her art form, the story also becomes a means of escape from the horror everywhere, for us, for the actress, for the truck driver.

"Kisses Through The Glass" was specifically commissioned for this summer season because it addresses issues of power and women, and the ripped-from-the-headline story of a pandemic, with a contemporary voice and a deeply Latino viewpoint. Nilo Cruz is a leading Hispanic playwright and theater director, a Cuban-American who is well known to Miami theatergoers and visitors from Latin America, as well as the wider public due to the Broadway production of "Ana in the Tropics." The play will have specific appeal and impact for tourists seeking a unique Miami cultural experience, the best of the thriving, multicultural Hispanic theater scene

Miami's reputation as one of the most respected source of Hispanic/Latino arts and culture in the U.S. draws many cultural tourists to the region yearly. Arca Images has a growing international reputation as a producer of some of the best Hispanic theater in the country that has particular resonance with regional, national and international visitors, as well as local audiences. Known for its risk taking and handling of incendiary topics, Arca Images productions regularly sell out at the MDCA On.Stage.Black Box. "Kisses Through The Glass" should also have this same appeal, particularly addressing a Latina woman's story and a society under siege from a pandemic.

The work will also allow Arca Images the opportunity to work with Miami's bounty of globally famous Latino performers, many of who are veterans of international Spanish television programs and the Latin American film industry, both here and abroad. This also appeals to Latin American visitors as well as the broader public.

Ticket prices are a reasonable \$25, with senior and student tickets at \$20. As per Arca's presenting history with similar productions, it is expected that the theater will be filled to at least 95% capacity for a total of about 1,000 audience members across the eight performances.

Arca Images' media sponsors include WLRN, Miami Herald/El Nuevo Herald, Noticiero Telemundo and Palpita! Mexico Radio Show. The hotel sponsor is Wingate by Wyndham in Doral which will provide discounted room rates, as well as promotional assistance. Twenty rooms are blocked for users of the promotional code.

In addition, Arca Images is working in partnership with MDCA, the University of Miami and BU Public Relations, to help promote the performances. Arca will run its always successful marketing campaign to locals and tourists through email blasts, online publications and social media, as well as more traditional print and broadcast media. Print and radio ads will be placed for the South Florida region. TDC funding will help to increase the number of print ads and online ads for this production, while also covering fees for artists and designers.

TDC - Marketing Details

Completed - Apr 11 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).

Arca Images' impressive ticket sales and track record of repeated sell-out performances serve as a testament to the success of existing marketing strategies. The global reputation of Pulitzer Prize-winning playwright Nilo Cruz will also add to this appeal. Thanks to continued growth over the past several years, and a successful partnership with Miami-Dade County Auditorium, marketing efforts now reach more interested recipients than ever before in the history of the organization.

For "Kisses Through The Glass" the marketing plan will be similar that of past productions, with the addition of more paid print and media advertising, more Facebook ads, and more engagement with media partners.

Press releases will be sent out to local, national, and international media outlets, including such print partners as the Miami Herald and El Nuevo Herald, Diario las Americas, New Times, and others; broadcast partners WLRN, Amor 107.5, Palpita! Mexico Radio Show and Noticiero Telemundo; and online publications in English and Spanish. Digital marketing such as targeted paid Facebook boosts, email blasts, and other social media posting from by Arca Images own accounts, as well as those of participating artists and community partners. Arca also e-blasts to its mailing list of over 20,000 recipients, along with the Miami-Dade County Auditorium's own list, reaching a total of about 50,000 recipients.

Participating artists are also available for interviews in radio, TV, digital, and print media. Listings will be obtained in local community calendars, as well as promoted nationally and internationally on the internet. The Arca Board of Directors will also assist in getting the word out among the professional and academic communities, local businesses, restaurants, and fans of art and culture, through their own social media and online platforms.

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.*

Broadcast partners include WLRN-Radio and Noticiero Telemundo-Television, allowing for two-for-one ads, on-air artist interviews, and promotion through partners' community calendars.

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):

200000

3a. How was the above estimate determined?

A combination of broadcast and online numbers.

TDC - Tourism Impact Projections

Completed - Apr 11 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):

1031

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

6

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	791	6
Out of County	120	
Out of State	60	
Foreign	60	

TOTAL Projected # of Audience Attending:

1031

TOTAL Projected # Performing/Instructing:

6

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)**

A promotional discount code for the Wingate by Wyndham in Doral will be shared through the Arca Images and Miami-Dade County Auditorium e-blasts, multiple times, that reach 50,000 people. In addition, the code and hotel information will be available on the Arca Images website and other promotional materials.

It is anticipated that the hotel will reserve a block of 20 rooms, but more can be reserved with discount code if there is interest from the public, pending availability.

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:	20	
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:	
Courtesy Room Blocks:	20

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:	Wyngate by Wyndham	13
Year 2:	0	
Year 3:	0	

ORGANIZATION NAME:	Arca Images, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In - Kind
In - house/Salaried Personnel: Administration	\$1,750	\$4,250	\$6,000	
In - house/Salaried Personnel: Artistic	\$3,000	\$2,000	\$5,000	
In - house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services	\$5,250	\$13,250	\$18,500	
Contracted/Outside Other Fees/Services	\$0	\$9,000	\$9,000	\$3,000
Marketing: ADV/PR/Printing/Publications	\$3,000	\$2,000	\$5,000	\$3,000
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance	\$0	\$2,000	\$2,000	
Travel: In County		\$500	\$500	
Travel: Out of County		\$1,000	\$1,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$1,000	\$1,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$1,000	\$1,000	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	\$2,000
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	\$2,000	\$1,000	\$3,000	
Other Expenses (Itemize Below)				
Catering			\$0	\$1,000
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$37,500	\$52,500	\$9,000
TOTAL EXPENSES (Cash plus In - Kind)	\$61,500			
GRANT REQUEST	\$15,000			

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In - Kind)	\$6,000	

ORGANIZATION NAME:	Arca Images, Inc.		
REVENUES	CASH	IN - KIND	% OF CASH REVENUES
Admissions	\$11,000		21%
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		\$6,500	0%
Foundation Support			0%
Private/Individual Support		\$2,500	0%
Other Private Support:			0%
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			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%
Co - presenter contrbution	\$26,500		50%
			0%
			0%
			0%
			0%

Department of Cultural Affairs Grants (Itemize below)				0%
				0%
				0%
				0%
Grant Amount % of Total Cash Revenues:				
SUBTOTALS	\$37,500	\$9,000		29%
GRANT REQUESTED	\$15,000			
CASH REVENUES + GRANT REQUESTED	\$52,500			
TOTAL REVENUES (Cash plus In - Kind)	\$61,500	TOTAL IN - KIND %		17%