

Application: Adrienne Arsht Center Trust, 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.2

Funding Quarter

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

Grant Amount Requested:

35000

Staff Recommendation:

\$ 20,000

Organization Name:

Adrienne Arsht Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County

Project Title:

Flamenco Festival Miami 2024

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

March 1, 2, 3, and 14, 2024.

Primary Event Location:

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

County Commission District - Primary Event Location:

3

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

Funds are requested to support the Adrienne Arsht Center's signature series, Flamenco Festival Miami 2024, and its eight performances that are slated to include The Ballet Nacional de España; Stars of Flamenco; Alejandro Hurtado & Inmaculada Salomón; José del Tomate and Karime Amaya; Antonio Rey & Irene Lozano; and Rycardo Moreno & José Maya at the Arsht Center in downtown Miami on March 1-14, 2024. This series has engaged over 80,000 people since 2009.

Previous TDC Funding:

\$30,000 (22-23); \$25,000 (21-22); {End of cycle COVID -\$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)

Other Government Funding:

None

TDC - Project Description

Completed - Nov 28 2023

TDC - Project Description

TDC Narratives

Describe your proposed project in a clear and concise narrative. Your narrative should include name and purpose of activity, dates, location, target audiences, hotel usage, hotel and/or media sponsors, and milestones to track progress, whether this is a new or continuing activity and a description of the marketing plan. Be specific. In responding to this question, please provide as much detail as possible. NOTE: Space is limited, therefore, focus on the information that is pertinent to the project.

This program's primary mission is to increase tourism and generate overnight stays in Miami-Dade County. Please tell us:

1) WHAT is the proposed project?

- a. Justify how this program has cultural and/or tourism aspects.
- b. What changes/additions/improvements have been made to the event/project since it last took place?

2) WHEN and WHERE will it take place?

- a. How many event(s) are planned?
- b. Is this a ticketed event? If so, what is the range of ticket prices?

3) HOW will it attract tourists to Miami-Dade County? Realistically forecast the number of spectators you anticipate?

- a. Identify targets and milestones to track progress.

4) MARKETING and AUDIENCE DEVELOPMENT?

- a. What are your concerted and innovative marketing and audience development efforts as they relate to this proposed project?
- b. How will this project generate press coverage?
- c. What is the likelihood of attracting visitors from outside the community?

5) Do you have MEDIA SPONSORS?

6) Do you have HOTEL SPONSORS?

- a. How many hotel rooms do you have booked/blocked for this project?
- b. If the activity is held on a date when the county occupancy is already high, describe how the activity will extend visitor stays.

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

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

9. Are other organizations involved in the project's production and, if so, who?

10. Include details about the project's implementation strategies and accompanying timeline.

***Note:** The questions provided above are to be used as a guide. **Do not itemize the answers.** Provide the information in a clear and concise narrative form.

For over a decade, 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 Spanish dance ensemble, Ballet Nacional de España; Stars of Flamenco, an all-male, intergenerational production featuring dancers Manuel Liñán, Alfonso de Losa and El Yiyo; dancer, Inmaculada Salomón and guitarist, Alejandro Hurtado; guitarist, José del Tomate and dancer, Karime Amaya; guitarist, Antonio Rey and dancer, Irene Lozano la Chiqui; and guitarist Rycardo Moreno and dancer, José Maya.

Flamenco Festival Miami 2024 will occur March 1-14, 2024 at the Arsht Center in downtown Miami. Tickets will range from \$25 to \$135. With its display of blazing heat, kaleidoscopic colors, 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 85,000 people in Miami since its inception.

This season's festival promises to bring the rich flamenco tradition to Miami, with modern and new twists. Featuring a total of 8 performances, the Ballet Nacional de España will grace the Ziff Ballet Opera House stage on March 1-3. Stars of Flamenco will create an unforgettable cultural experience in the Knight Concert Hall on March 14. The following performances will take place in the Carnival Studio Theater for intimate experiences with the flamenco guitar and dance art form, transporting audience members from around the world and around the corner from Biscayne Boulevard to a vibrant street in Spain: Antonio Rey & Irene Lozano on March 1; Alejandro Hurtado & Inmaculada Salomón on March 2 (afternoon); Rycardo Moreno & Jose Maya on March 2 (evening); and José del Tomate & Karime Amaya on March 3.

Flamenco Festival Miami 2024 will draw an anticipated audience of over 7,000 people to the heart of Miami-Dade County. 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-US Chamber of Commerce, to promote the shows via extended outreach and list-sharing. The Center will provide discounted tickets via Arsht Pass, the Center's new student discount program for college students. 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://www.arshtcenter.org), which receives over 4 million visits per year. The festival is expected to draw an audience of over 7,000 guests, including tourists from other counties, states and countries. Weekly marketing meetings are held to track targets and milestones for every performance at the Arsht Center. In addition, the artists are slated to travel to Miami and stay here to rehearse and perform. The

Center has booked 454 hotel room nights at the DoubleTree by Hilton Grand Hotel Biscayne Bay, 1717 N. Bayshore Drive.

TDC funding is critical for Flamenco Festival Miami 2024. 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 the Flamenco Festival Miami series into a tradition that is part of the cultural offerings that make Miami a top destination around the world.

TDC - Marketing Details

Completed - Nov 28 2023

TDC - Marketing Details

Marketing Details:

1. Describe your marketing strategy in as much detail as possible. Include specifics regarding types of media, advertising frequency and target markets/demographics. What specific efforts will be made to generate tourism and audience development (i.e. program content, site, special incentives, etc)? Include a detailed account of promotional efforts used (i.e. banners, post cards, radio and tv spots, etc).

Flamenco Festival Miami 2024 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. Last year, the Center received media coverage from local, national and international sources. In 2024, this successful strategy will be deployed to continue the momentum of the festival with locals and tourists alike.

The Center's digital campaign will consist of sending e-blasts promoting the festival, highlighting it on the Center's website (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 35,000 homes and sent digitally in September 2023. 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. This section is specific to radio and television only. *NOTE: Media Sponsorship is advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordination beyond-the-banner placements, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on. Sponsorships add the elements of brand marketing.*

The 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). This information must be consistent with the information reported in the Marketing Detail:

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 2024 to over 350,000 impressions.

TDC - Tourism Impact Projections

Completed - Nov 28 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):

7470

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

30

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	6470	
Out of County	820	
Out of State	130	
Foreign	50	30

TOTAL Projected # of Audience Attending:

7470

TOTAL Projected # Performing/Instructing:

30

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)

The Arsht Center has booked 454 hotel room nights for the artists and crew at DoubleTree by Hilton Grand Hotel from February 27, 2024 to March 14, 2024. These rooms will accommodate the performers and crew members, plus any of their guests traveling to take part in the festival. The hotel agreement and breakdown of hotel room nights is attached in this application.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	454	
# of hotel room nights anticipated to be booked:	454	
Actual number of hotel room nights used last year:	74	

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:	454
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:	DoubleTree by Hilton	454
Year 2:	Marriott Miami Biscayne Bay	74
Year 3:	Marriott Miami Biscayne Bay	10

TDC - Project Budget Summaries

Completed - Nov 28 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:

\$ 563,450

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

Organization Budget - Projected CASH Expenses:

\$ 45797900

Organization Budget - Projected IN-KIND Expenses:

\$ 175000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 45972900

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:	401145
Organization Budget CASH Expenses - Current Year:	50733100
Organization Budget IN-KIND Expenses - Current Year:	359000
TOTAL Organization Budget - Current Year:	51092100

Continuing Applicants

Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	25,000
Total Project Budget - Completed Year:	326,407
Organization Budget CASH Expenses - Completed Year:	33302561
Organization Budget IN-KIND Expenses - Completed Year:	372641
TOTAL Organization Budget - Completed Year:	33675202

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 2024 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 2024. 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.

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Adrienne Arsht Center Trust, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration		\$23,000	\$23,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$49,562	\$49,562	
Contracted/Outside Artistic Fees/Services	\$35,000	\$265,696	\$300,696	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/Printing/Publications		\$68,000	\$68,000	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/Support/Maintenance			\$0	
Travel: In County		\$12,000	\$12,000	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$5,000	\$5,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$92,300	\$92,300	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$5,392	\$5,392	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$500	\$500	
Other Expenses (Itemize Below)				
Tier Leaders/Ushers		\$5,000	\$5,000	
EMT/Fire Marshall		\$2,000	\$2,000	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$35,000	\$528,450	\$563,450	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$563,450			
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:	Adrienne Arsht Center Trust, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions	\$470,833		84%
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		4%
Foundation Support	\$10,000		2%
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%
Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$27,617		5%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$528,450	\$0	6%
GRANT REQUESTED	\$35,000		
REQUESTED	\$563,450		
TOTAL REVENUES (Cash plus In-Kind)	\$563,450	TOTAL IN-KIND %	0%