

Application: Center for the Advancement of Jewish Education, 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.3

Funding Quarter

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

Grant Amount Requested:

35000

Staff Recommendation:

\$ 10,800

Organization Name:

Center for the Advancement of Jewish Education, Inc.

Project Title:

Miami Jewish Film Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

January 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25

Primary Event Location:

Miami Theater Center

County Commission District - Primary Event Location:

3

Secondary Event Location:

Coral Gables Art Cinema

County Commission District - Secondary Event Location:

6

Project Synopsis:

Funds are requested to support the 27th Miami Jewish Film Festival, the largest festival of its kind in the world, dedicated to fostering connections between filmmakers, educators, and industry professionals with Miami audiences through film screenings, panel discussions, and other special events. The Festival, spanning 15 days from January 11-25, 2024, will showcase 80+ screenings across 8 venues in Miami, alongside an additional 80+ virtual screenings through online film streaming.

Previous TDC Funding:

\$20,000 (22-23); \$13,500 (21-22); {End of cycle - COVID - \$9,000 (19-20)}; \$10,000 (18-19); {End of cycle - \$5,000 (17-18)}; \$5,250 (16-17); \$6,000 (15-16); \$6,750 (14-15); \$7,500 (13-14) - {End of cycle - \$5,000 (12-13)}; \$5,000 (11-12); \$5,000 (10-11); \$5,400 (09-10); \$6,000 (08-09)

Other Government Funding:

MDC Community Grants - \$6,000

State of Florida Division of Arts and Culture - \$48,000

City of Coral Gables Cultural Grant - \$4,000

Miami Beach Cultural Grant - \$20,000

MDC Community Grants - \$6,000

TDC - Project Description

Completed - Nov 27 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.

Miami Jewish Film Festival (MJFF), an integral part of South Florida's cultural landscape, seeks support for its 27th annual edition, taking place January 11-25, 2024. Specific films for the 2024 Festival will not be chosen until winter 2023, but MJFF's past successes will dictate upcoming programmatic decisions, which anticipate featuring approximately 70 screenings of films from more than 20 countries. The recent 2023 Festival marked one of the most successful editions in MJFF's rich history, experiencing audience growth exceeding 30,000 attendees and being recognized for the third consecutive year as one of the "50 Best Film Festivals in the World" by the notable industry publication *Moviemaker Magazine*, the first time a Jewish film festival has ever been included in this annual list, and the only South Florida festival listed in it as well.

This success has marked MJFF as the largest Jewish film festival in the world and the fastest-growing film festival in the state of Florida. MJFF requests support from TDC to allow the Festival to remain a local cultural fixture, and to reach new heights for the 27th Annual Festival season, which will be hosted in theaters across Miami-Dade County.

MJFF will host its 2024 program as a hybrid event, with the majority of its programming presented in-person and in-theater in Miami-Dade County venues. The Festival will present a 15-day marquee event featuring film premieres of award-winning and acclaimed films at numerous official venues, including the historic The Miami Beach Bandshell, the Coral Gables Art Cinema, the Miami Theater Center, the O Cinema South Beach, the Cosford Cinema, the Miami Beach JCC, the Michael-Ann Russell JCC, and Temple Beth Am, among others.

Expected guests at this year's Festival include AVATAR star Stephen Lang, DGA award-winning director Richard Shepard (HBO's *GIRLS*, *UGLY BETTY*, *30 ROCK*), star Elsie Fisher (A24's *EIGHTH GRADE*), Emmy Award-winning filmmaker Ron Frank, and Sundance award-winning filmmaker Finn Taylor, among other notable guests whose schedules are still being finalized at this time.

The Festival's featured films are chosen based on a variety of educational criteria including universal appeal, powerful messages of inclusiveness, and artistic development. Filmmakers/talent will be invited to the Festival to introduce each film and participate in extended conversations afterward. Tickets for the Festival cost \$14.00 for general admission, with reduced prices for students and seniors.

MJFF will expand its marketing to GMCVB-targeted cities while increasing its national and local general marketing, which received a record 400,000,000 gross impressions last season, including featured stories in *The New York Times*, CNN, and *Variety*. For the 2024 Festival, MJFF has secured sponsorships and partnerships with more than a dozen media outlets, including *The Miami Herald*, *Miami New Times*, *El Nuevo Herald*, WPBT2, WLRN, NBC6, WPLG Local 10, and *Community Newspapers*, among others.

This year, MJFF's official hotel sponsors are The Betsy South Beach and the Hampton Inn & Suites

Brickell/Downtown. At this time, no rooms have been booked as it is early in the season, but the Festival anticipates a minimum of 24 rooms to be fully booked for visiting talent/filmmakers with even more rooms expected to be booked during the actual Festival. Tourists, especially "snowbirds," attending the Festival couple their attendance with other events held in South Florida during their stay in Greater Miami.

The Festival promotes itself as a "Destination Event," encouraging visitors and residents to enjoy both the Festival Program and the many other attractions that Greater Miami and the Beaches have to offer. By becoming more integrated into the fabric of the core communities where screenings and events are held (Miami Beach, Coral Gables, Miami Shores, North Miami, and South Dade), and by promoting this effectively through advertising, marketing, and media coverage, the festival anticipates increasing both the positive experience of visitors to the community as well as increasing the number of those who come to visit.

MJFF is a destination event for the international film community. Through strategic marketing tactics including local and national media coverage, boosted social media campaigns, TV ads (PBS, WPBT2, WLRN, WPLG Local 10), direct mailing of MJFF Ticket Guides to more than 100,000 South Florida homes, and community partnership promotions, the Festival attracts major sectors of the vibrant tourism industry in South Florida, as well as engaging local community members. TDC funds will support MJFF's marketing efforts to encourage tourism and promote Miami-Dade County as a tourist destination, as well as its film program that features world-renowned film premieres.

TDC - Marketing Details

Completed - Oct 1 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 marketing and press strategy for 2024 will build on and further expand last year's strategy, which will include: the use of advertising (print, broadcast, cable, outdoor, and web-based vehicles); outreach (street teams, poster display, handouts, specialty items); press (new and ongoing partnerships with the Miami Herald, Miami New Times, Sun-Sentinel, WPBT2, WLRN, the Forward, Social Miami, and more), and public relations. Advertising will be targeted to general audiences, in addition to film and program-specific interest groups, with a dedicated effort made towards drawing new audiences to the Festival. A broader-reaching, community-based, outreach marketing program ensures that the South Florida community is well-apprised of the Festival's screenings and educational programs. Advertising for the 2024 Festival will begin in fall 2023, and will peak immediately before and during the actual Festival.

The Festival has expanded its target marketing to Film Festival vacationers, "snow birds," and GMCVB-targeted cities while increasing its international, national, and local general marketing. It is developing an unprecedented number of agreements with more than 12 media outlets including: Miami New Times, El Neuvo Herald, The Sun-Sentinel, The Jewish Journal, AroundTown Magazine, Miami Art Zine, among many others. It will also expand its presence by targeting publications in Spanish, Russian, French, and Israeli media. As such, the Festival is well-poised to increase its media exposure and to generate more articles, reviews, and coverage than ever before.

Media coverage includes print, radio, and television, such as The Miami Herald, The Jewish Journal, The Sun-Sentinel, Miami New Times, Pinecrest Tribune, community newspapers, WLRN, WPLG Local 10, and NBC TV. These commitments have been ongoing for 20 years and with an unprecedented number of new Media Sponsors developed. The Festival anticipates continued growth in its media impressions.

The Festival will also continue to focus on and develop its community relations and outreach into underserved communities. It will maintain its marketing of the Festival by focusing on four areas: promoting film as art, viewing film as a major component of culture, utilizing film as an educational tool, and understanding the Festival as a value-added business. Miami Jewish Film Festival is cognizant of the power and importance of marketing and media coverage. It includes recognition of its sponsors in ads, catalogues, ticket guides, mailings, etc.

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.*

MJFF has generated an unprecedented number of radio and television sponsors for its 27th Edition. The Festival maintains a significant sponsorship with PBS, Miami Art Zine, Sun-Sentinel, Jewish Journal, as well as Eurochannel, an OnDemand channel with over 19 million subscribers internationally. It has also received a strengthened sponsorship of support from WLRN TV and Radio to provide extensive coverage of the 27th annual Festival. These media sponsorships also provide MJFF the opportunity of presenting its trailer to the broadcast channels targeted and extended audience groups, and thereby allowing MJFF to reach a wide audience of local and international film lovers.

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:

400000000

3a. How was the above estimate determined?

The estimated number of people the Festival expects to reach through its various media/promotional channels is based on the statistics received from Media entities (print/online: The Miami Herald, Miami New Times, Sun-Sentinel, The Miami Times, Diario Las Americas, Variety, The Forward, The New York Times, Times of Israel, etc, and broadcast: NBC6, CBS Miami, WLRN, CNN, etc) in addition to last year's final tally.

TDC - Tourism Impact Projections

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):

34750

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

250

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	23750	150
Out of County	7000	73
Out of State	3000	19
Foreign	1000	8

TOTAL Projected # of Audience Attending:

34750

TOTAL Projected # Performing/Instructing:

250

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)

MJFF's official hotel sponsors are The Betsy South Beach and Hampton Inn & Suites Brickell. At this time, no rooms or room nights have been booked, as it is early in the Festival season, but a minimum of 31 rooms are allocated as a courtesy to the Festival per the hotel sponsorships. The Festival anticipates an increase of at least a dozen more rooms in addition to this allocation based on last year's numbers (45 room nights). Tourists attending the Miami Jewish Film Festival couple their attendance with other events held in the South Florida area during their stay in the Greater Miami.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	0
# of hotel room nights anticipated to be booked:	24	31
Actual number of hotel room nights used last year:	24	45

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

Please make sure to upload the Hotel Agreements to substantiate this information.

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	31

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:	The Betsy South Beach and Hampton Inn & Suites Brickell	24
Year 2:	The Betsy South Beach and Hampton Inn & Suites Brickell	45
Year 3:	Hampton Inn & Suites Brickell	39

TDC - Project Budget Summaries

Completed - Sep 18 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:

\$ 312600

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

Organization Budget - Projected CASH Expenses:

\$ 3911699

Organization Budget - Projected IN-KIND Expenses:

\$ 20000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 3931699

Funding Category:

Continuing

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

Grant Award - Current Year (if you did not apply, enter N/A):	20000
Total Project Budget Expenses - Current Year:	323100
Organization Budget CASH Expenses - Current Year:	3303817
Organization Budget IN-KIND Expenses - Current Year:	20000
TOTAL Organization Budget - Current Year:	3323817

Continuing Applicants**Project and Operating Budget Summaries - Completed Year**

Grant Award - Completed Year (if you did not apply, enter N/A):	13500
Total Project Budget - Completed Year:	321600
Organization Budget CASH Expenses - Completed Year:	2885951
Organization Budget IN-KIND Expenses - Completed Year:	20000
TOTAL Organization Budget - Completed Year:	2905951

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?

Yes

Provide the name of the Miami Beach grant program, amount requested and amount awarded (if applicable) for this project.

Miami Beach Cultural Arts Council (CAC) Cultural Presenters Grant, Amount Requested for the 27th Annual Miami Jewish Film Festival (\$20,000).

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.

Miami-Dade County Community Grant, Amount Requested for the 27th Miami Jewish Film Festival (\$15,000). Grant dollars will be applied to Venue Rental.

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Center for the Advancement of Jewish Education, Inc. / Miami Jewish Film Festival			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$142,000	\$142,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$10,000	\$10,000	
Contracted/Outside Artistic Fees/Services	\$7,000	\$3,100	\$10,100	
Contracted/Outside Other Fees/Services		\$10,000	\$10,000	
Marketing: ADV/PR/ Printing/Publications	\$20,000	\$20,708	\$40,708	\$9,000
Marketing: Postage/Distribution	\$8,000	\$5,000	\$13,000	
Marketing: Web Design/ Support/Maintenance		\$6,500	\$6,500	
Travel: In County		\$3,000	\$3,000	
Travel: Out of County		\$6,000	\$6,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$20,500	\$20,500	\$3,000
Mortgage/Loan Payments			\$0	
Insurance		\$3,292	\$3,292	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$2,500	\$2,500	
Other Expenses (Itemize Below)				
Film Licenses/Exhibition Rights		\$28,000	\$28,000	\$5,000
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$35,000	\$260,600	\$295,600	\$17,000
TOTAL EXPENSES (Cash plus In-Kind)	\$312,600			
GRANT REQUEST	\$35,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Center for the Advancement of Jewish Education, Inc. / Miami Jewish F		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$74,100		25%
Memberships	\$76,500		26%
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	\$17,000	\$17,000	6%
Foundation Support	\$15,000		5%
Private/Individual Support			0%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
Florida Division of Arts & Culture Grant	\$48,000		16%
			0%
			0%
Government Grants: Local (Itemize below)			
City of Coral Gables Cultural Grant	\$4,000		1%
Miami Beach Cultural Grant	\$20,000		7%
			0%
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%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Miami Dade County Community Grant	\$6,000		2%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$260,600	\$17,000	12%
GRANT REQUESTED	\$35,000		
REQUESTED	\$295,600		
TOTAL REVENUES (Cash plus In-Kind)	\$312,600	TOTAL IN-KIND %	6%