

# Application: Chopin Foundation of the United States, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

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Labels: 2023-2024, Second Quarter, Courtesy Review, FY 2023-2024 FNL Q2, Corrections Ready, Request Approved

## 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.4

### Funding Quarter

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

### Grant Amount Requested:

25000

**Staff Recommendation:**

\$ 14,000

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**Organization Name:**

Chopin Foundation of the United States, Inc.

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**Project Title:**

Chopin Foundation Events January - March 2024

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**Project Type / Category:**

Special Events / Promotions

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**Funding Category:**

Continuing

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**Corporate Status:**

Organization – Not for Profit

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

January 14 & 28; February 11 & 25; and March 10 & 17, 2024.

**Primary Event Location:**

Granada Church

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**County Commission District - Primary Event Location:**

7

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**Secondary Event Location:**

Miami Beach Woman's Club

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

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**Project Synopsis:**

Funds are requested to support the Chopin Foundation Events January - March 2024. These include three CHOPIN for ALL free concerts on January 14, February 11, and March 17 at the Granada Church in Coral Gables; two Chopin Salons on January 28 and March 10 at the Miami Beach Woman's Club; and one partnership event in collaboration with the Village of Key Biscayne on February 25.

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**Previous TDC Funding:**

\$15,750 (22-23); \$17,500 (21-22); {End of cycle - COVID - \$15,000 (19-20)}; {End of Cycle - \$6,000 (18-19)}; \$7,000 (17-18); \$8,000 (16-17); \$9,000 (15-16); \$10,000 (14-15)

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## Other Government Funding:

MDC Cultural Development Grant - \$35,000

State of Florida Division of Arts and Culture - \$18,000

City of Coral Gables - \$2,000

## TDC - Project Description

Completed - Dec 3 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.

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Incorporated in 1977, the Chopin Foundation of the US (the Foundation) is a national organization headquartered in Miami. Its flagship event, the National Chopin Piano Competition (NCPC), takes place in Miami every five years, and in the years between, the Foundation presents a full concert season featuring NCPC winners, jury members, and other renowned artists.

During the grant period, the CHOPIN for ALL free concert series will take place at the Granada Church in Coral Gables, and each concert attracts between 300 and 500 people. The featured young artists have all gained recognition through other competitions and awards. On January 14, American pianist Sarah Tuan will begin the new year of CHOPIN for ALL recitals. She has appeared in such prestigious competitions as the Junior Cliburn (2019) and the International Chopin Competition (2021). Viet Trung Nguyen is a Polish/Vietnamese pianist and a prize winner of Poland's National Chopin Competition. He is currently studying for his doctorate at the Univ. of Miami's Frost School of Music. Victoria Wong is a Canadian/American pianist who received her Master of Music degree from the Juilliard School. She was a top prize winner at the Canadian Chopin Competition and performs for the March CHOPIN for ALL concert.

In addition to performing full recitals and to further engage the audience, each artist is invited to speak briefly about their experiences and the music they will perform. The Granada Church is the selected venue because of its central location, accessibility, and ample free parking.

The Chopin Salons are intimate recitals and are an excellent outreach tool for recruiting Foundation members. Active Chopin Foundation Members attend for free, and tickets for non-members cost \$50. The concerts include a meet-the-artist reception. This season, the Chopin Salons feature two members of the 2020 NCPC jury who are well-established, much-sought-after concert artists. The selected venue is the Miami Beach Woman's Club, which has a maximum capacity of 150 people. On January 28, Polish pianist Ewa Poblocka will be featured. She is a prize winner of the International Chopin Piano Competition and is recognized worldwide for her performances of Chopin and Bach. American pianist Peter Miyamoto won the bronze medal at the 1995 NCPC and serves on the Foundation's selection and scholarship committees. He is the featured artist at the March 10 Chopin Salon.

The Foundation collaborates with the Village of Key Biscayne and the Key Biscayne Community Foundation to co-present the annual "Chopin in Key Biscayne" free concert. On February 25, Polish/American pianist Martin Labazevitch takes the stage. Well-known in European concert halls, he is the artistic director of the Kosciuszko Chopin Competition in Washington, DC. The Key Biscayne Community Center traditionally welcomes a standing-room-only audience of 250 to this event. The concerts attract tourists, seniors, families, and visitors from surrounding communities.

The Foundation's marketing efforts include sending press releases to media contacts, calendar listings (such as

Culture Owl and GMCVB), and paid advertising with Facebook and Google, Culture Owl, and Florida Concert Advertising. Direct mail pieces (printed brochures/postcards and the Polonaise magazine) and emails go to an extensive database of subscribers. Social media marketing through Facebook (3,200 followers), Instagram (1,125 followers), Twitter (634 followers), and YouTube (1,706 subscribers) continues to expand and gain attention. The CFA free concerts appeal to Miami-Dade's diverse community. They target live music enthusiasts, families with children, seniors, and those who may not be able to afford the ticket price of a comparable performance elsewhere. The CFA concerts are live-streamed, professionally recorded, and subsequently available online. The Miami Herald has been a supportive media partner by announcing the events in the weekend section called "Free for All."

National and international outreach efforts include ads and articles in publications by the International Federation of Chopin Societies (Chopin in the World), the Music Teachers National Association (American Music Teachers Magazine), and the International Piano Magazine. Chopin enthusiasts are known to plan travel around performances, and being headquartered in Miami helps attract participants worldwide – especially during winter.

The Chopin Foundation has a new partnership with the South Beach Group who serves as a HOTEL SPONSOR. They manage several hotels near the Miami Beach Woman's Club, and the Chopin Foundation is able to extend special rates to concert-goers. The Chopin Salons artists stay at the Tradewinds Hotel and will account for 8 - 10 room nights. Chopin Foundation members traveling from Boca Raton have already taken advantage of the South Beach Group discount.

Support from the TDC helps with marketing efforts that shine a cultural spotlight on Miami-Dade County.

## **TDC - Marketing Details**

**Completed** - Oct 10 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).**

Capitalizing on extraordinary marketing efforts made with the help of an outside PR firm for the 2020 National Chopin Piano Competition, the Foundation plans to continue the following marketing strategies:

- Press releases sent to a well-maintained media list
- Calendar listings posted to websites such as the GMCVB, Culture Owl, Social [Miami.com](#), [Miami.com](#), WLRN, Miami on the Cheap, and others.
- Paid Advertising: advertising partners include WLRN Radio (91.3/FM), Miami-Herald/El Nuevo Herald, Diario Las Américas, INYBN, Cultural Owl, International Piano Magazine, American Music Teacher Magazine, and Piano Magazine
- Direct Mail – 6,000 Season brochures printed and mailed to 5,000+ local residents and distributed to public libraries, bookstores, art galleries, private schools, music teachers, cultural organizations, and social service agencies. Postcards are also mailed to promote the Chopin Salons.
- The Chopin Foundation website, [www.chopin.org](http://www.chopin.org), is continually updated with calendar listings and details about Foundation activities.
- The Foundation maintains dedicated video channels on YouTube (1,485 subscribers/180,000 views) and Vimeo
- Social media promotions, both free and paid, via Facebook, Instagram, and Twitter.
- Polonaise Magazine - The Foundation's semi-annual publication is mailed to 3,000 addresses across the US, targeting schools of music, music teachers, and both national and international Chopin Societies. The season events are featured prominently in the magazine, and readers are invited to attend the events in S. Florida.

Other marketing efforts that will directly impact the local programs include several international projects.

International Piano Magazine has published a new “bookazine” called “Chopin – the Perfect Virtuoso,” and the Foundation has a full-page display ad in the publication, which includes the Miami-Dade County logo and mention of the live concerts. It is being marketed worldwide as a true Chopin enthusiast collector's item and will be printed and sold for years to come.

The Foundation participates in the Google Arts & Culture global platform, which launched the “Chopin Forever” retrospective in October 2021. Executive Director Barbara Muze spoke at an international press conference in Warsaw, Poland, where she invited the world to experience the arts and culture in Miami.

As a member of the Board of Directors of the International Federation of Chopin Societies, Foundation Executive Director Barbara Muze attended the annual board meeting in August 2023 in Austria. During the meeting that was attended by prominent cultural presenters from Prague, Paris, Warsaw, Rome, and Hannover, discussions included artist exchanges and cross-promotions.

The Foundation continually seeks opportunities to promote S. Florida as a cultural destination. With regional councils in San Francisco, Seattle, and Virginia, the Foundation encourages out-of-state patrons to attend each season of events.

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.*

Relationships with the following Media sponsors have been vital in the past and are currently being targeted for the new season:

WLRN Radio

WDNA Radio

Key Biscayne Community TV

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:

5000

3a. How was the above estimate determined?

The number is based on previous season numbers.

TDC - Tourism Impact Projections

Completed - Dec 3 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):

1594

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	1285	1
Out of County	300	0
Out of State	10	3
Foreign	5	2

**TOTAL Projected # of Audience Attending:**

1600

**TOTAL Projected # Performing/Instructing:**

6

**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 artists performing at the Chopin Salons will stay at the Tradewinds Hotel on Miami Beach. A total of 9 - 10 room nights will be booked. The South Beach Group is a new hotel sponsor and has offered the Chopin Foundation community a special rate at any of their 18 properties. The Chopin Foundation now promotes this code in all marketing materials for the Chopin Salons. In promoting the event nationally and internationally, the Foundation describes Miami as an excellent cultural destination. The Foundation's website includes a page on traveling to Miami. In the Hotel Room Nights Chart - the At Time of Panel Column is pending.

### 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:	10	0
Actual number of hotel room nights used last year:	11	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

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

	Room Nights Contracted
Guaranteed Room Blocks:	0
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:	Tradewinds Hotel	10
Year 2:	Best Western North Bay Village	11
Year 3:	N/A	0

## TDC - Project Budget Summaries

Completed - Oct 10 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:

\$ 25000

Total Project Budget Expenses - Projected:

\$ 210000

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

Organization Budget - Projected CASH Expenses:

\$ 391750

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

\$ 25000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 416750

**Funding Category:**

Continuing

**Continuing Applicants**

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

Grant Award - Current Year (if you did not apply, enter N/A):	15750
Total Project Budget Expenses - Current Year:	190940
Organization Budget CASH Expenses - Current Year:	391750
Organization Budget IN-KIND Expenses - Current Year:	25000
TOTAL Organization Budget - Current Year:	416750

## Continuing Applicants

### Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	17500
Total Project Budget - Completed Year:	169371
Organization Budget CASH Expenses - Completed Year:	375400
Organization Budget IN-KIND Expenses - Completed Year:	0
TOTAL Organization Budget - Completed Year:	375400

### Funding Support from the city of Miami Beach

Did you apply for financial support from the Miami Beach Visitor and Convention Authority (VCA) or the Miami Beach Cultural Arts Council (CAC) for this project?

No

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

The Chopin Salons will take place at the Miami Beach Woman's Club. The venue was not decided upon prior to the other grant application deadlines.



## 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.

Cultural Development Grant (CDG)

Grant-related expenses covered by the CDG Grant:

In-house/Salaried Personnel: Administration

Contracted/Outside Artistic Fees/Services

Contracted/Outside Other Fees/Services

Space Rental

Space Rental / for Performance, Exhibitions, Events, etc.

Frost Chopin Academy & Festival

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

<b>ORGANIZATION NAME:</b>	Chopin Foundation of the United States, 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		\$85,000	\$85,000	\$2,000
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$13,500	\$13,500	\$2,000
Contracted/Outside Other Fees/Services		\$15,000	\$15,000	\$2,000
Marketing: ADV/PR/ Printing/Publications	\$25,000		\$25,000	\$2,000
Marketing: Postage/Distribution		\$2,000	\$2,000	
Marketing: Web Design/ Support/Maintenance		\$2,000	\$2,000	
Travel: In County		\$2,000	\$2,000	
Travel: Out of County		\$3,000	\$3,000	
Equipment Rental		\$1,500	\$1,500	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$4,000	\$4,000	\$6,000
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental		\$25,000	\$25,000	
Space Rental / for Performance, Exhibitions, Events, etc.		\$10,000	\$10,000	\$1,000
Mortgage/Loan Payments			\$0	
Insurance		\$2,000	\$2,000	
Insurance / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000	
Utilities		\$1,000	\$1,000	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$1,000	\$1,000	
Supplies/Materials		\$1,000	\$1,000	
Other Expenses (Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
<b>SUBTOTALS:</b>	\$25,000	\$170,000	\$195,000	\$15,000
<b>TOTAL EXPENSES (Cash plus In-Kind)</b>	<b>\$210,000</b>			
<b>GRANT REQUEST</b>	<b>\$25,000</b>			

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

<b>ORGANIZATION NAME:</b>	Chopin Foundation of the United States, Inc.		
<b>REVENUES</b>	<b>CASH</b>	<b>IN-KIND</b>	<b>% OF CASH REVENUES</b>
Admissions	\$6,000		3%
Memberships	\$15,000		8%
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	\$5,000	\$9,000	3%
Foundation Support	\$60,000		31%
Private/Individual Support	\$20,000	\$6,000	10%
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	\$18,000		9%
			0%
			0%
Government Grants: Local (Itemize below)			
City of Coral Gables	\$2,000		1%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues	\$1,500		1%
Investment Income (Endowment)			0%
Interest and Dividends	\$3,500		2%
Cash on Hand	\$4,000		2%
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%
Cultural Development Grant	\$35,000		18%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$170,000	\$15,000	13%
GRANT REQUESTED	\$25,000		
REQUESTED	\$195,000		
TOTAL REVENUES (Cash plus In-Kind)	\$210,000	TOTAL IN-KIND %	8%