

Application: Dr. Martin Luther King Jr. Parade and Festivities Committee, 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.5

Funding Quarter

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

Grant Amount Requested:

25000

Staff Recommendation:

\$ 16,000

Organization Name:

Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc.

Project Title:

Martin Luther King Holiday Parade & Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

January 15, 2024

Primary Event Location:

Liberty City Parade Route

County Commission District - Primary Event Location:

2

Secondary Event Location:

Martin Luther King Memorial Park

County Commission District - Secondary Event Location:

2

Project Synopsis:

Funds are requested to support the nation's oldest, largest MLK Holiday Parade & Festival on January 15, 2024. The event draws tourists from across the U.S. & Caribbean to promote human value & potential as a means to eliminate poverty, racism, & violence. Beginning in Liberty City and ending at MLK Park, the event spotlights diverse cultures. It features art, entertainment, & culinary experiences that honor civic pride & engenders a commitment to education, growth, & development.

Previous TDC Funding:

\$25,000 (22-23); \$20,000 (21-22); {End of cycle - COVID - \$15,000 (19-20)}; {End of Cycle - \$6,000 (18-19)}; \$9,500 (17-18); \$8,000 (16-17); \$15,000 (15-16); \$10,000 (14-15); {End of cycle - \$10,000 (13-14)}; \$15,000 (12-13); \$13,500 (11-12); \$10,000 (10-11); \$10,000 (09-10)

Other Government Funding:

The Children's Trust - \$10,000

MDC Community Grants - \$7,500

TDC - Project Description

Completed - Oct 15 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.

The free, 47th annual MLK Parade & Festival on January 15, 2024, is the oldest, largest U.S. MLK celebration, drawing 500,000 to the day's events. Historically, taking advantage of a long weekend, family and tour groups have traveled across the US and Caribbean to Miami to enjoy this oldest, largest national registry MLK celebration. Given that the 2023 post-pandemic crowds were massive we expect a larger 2024 crowd.

The Progressive Office Club of Miami-Dade will organize the 39th Annual MLK Day 5K Run/Fitness Walk at 8 a.m. at the MLK Plaza Metrorail Station. The Coexist Covenant Ceremony, where interfaith leaders pledge to continue MLK's work begins at 10 a.m.

Covering a historic 8-mi.route MLK traveled in Miami along NW 54th St. to 32nd Ave., the parade includes 200+ entries of floats, marching bands; dance/drill teams; local and state officials; police, fire, church, community, veteran, and trade groups. The parade is live-streamed on the internet and videotaped/aired as an hour special on WLRN/PBS.

This year's theme, "Transforming the Dream..." stresses that as a global society, positively utilizing technology, we must all unite to spread the message of Dr. King's dream for all people to take nonviolent action to bring about equality, justice, and change which reflect the tenets of Dr. King's activism.

After the parade, from noon- 5 p.m. at MLK Memorial Park, 6160 NW 32nd Ct., Miami-Dade Parks & Rec Dept. and numerous corporations, community and civic entities collaborate to produce a variety of culinary experiences, cultural programs, and entertainment performances designed to honor, promote, unify, and preserve the local, vibrant African and Caribbean heritage. The Festival features an entertainment main stage, marketplace, food corner, and Children's Village that provide entertainment and exploration of individual and social expression through art.

The event is actively marketed by our media partners CoxMedia, WPLG, and WLRN along with the Greater Miami Convention and Visitor's Bureau works directly with us to select hotels/venues and respond to tourist inquiries.

After the pandemic restricted tourism in 2021, a record number of tourists nationwide took advantage of the long holiday weekend in 2022 to join the renowned celebration that provides a touchstone to MLK's positive legacy and the civil rights history that shaped our country. Efforts also involve extensive print media and press coverage, and social media: Facebook, Instagram & Twitter.

We continually assess security measures to ensure event safety. Supporting community calls to increase the magnitude of the event to constructively respond to a disturbing national increase in racial/cultural division, bias, prejudice, and oppression spotlighted by the Black Lives movement; we significantly increased our event scope and enrolled a number of new volunteers and prospective corporate sponsors key to meet this need.

MLK holiday weekend's high appeal for tourists offers corporate, community, church, and family groups an opportunity to gather for a goodwill celebration. The organization's past financial challenges are partially mitigated by CoxMedia's \$50,000 sponsorship/ investment in broadcast and high-visibility media promotion conducive to increased corporate sponsorships. TDC funding allows us to expand our venues to include more educational/inspirational aspects; enlarge the parade and infuse it with a more polished presentation to increase event appeal; and provide more meaningful children and family activities during the festival.

Funding will also increase our PR efforts nationally/internationally to obtain more national press coverage and support an interactive website that can answer visitor questions and link to proper travel/tourism resources. Funding will also assist us in mounting a more visible regional/S FL promotional campaign. A complete Marketing Plan is included elsewhere in this application.

A page on our website <https://www.mlkparadeandfestivities.org/2022-mlk-holiday-events/travel-tourisminformation> is devoted to current hotel partners: DoubleTree Miami Airport and Convention Center; Embassy Suites Miami International Airport; Hilton Miami Downtown; Holiday Inn Express Miami-Airport Central. Our last attendance counts were established by the media and by a sampling of physical counts by our Goodwill Ambassadors through various venues, hotels, restaurants, and tourism providers. Over the years, the number of estimated tourists has increased and we expect continued growth of tourist travel for this year's events, as a result of continued PR, promotion, and internet presence. With a 48% increase in 2023, we anticipate 400 hotel rooms @ avg.3/room booked over a 3-day weekend and an additional 5000 tourists from outside Miami-Dade county attending the event including 1500 from out of state and 300 international. We expect many tourists to stay with friends or relatives or to travel by charter bus on the day of the event.

TDC - Marketing Details

Completed - Oct 15 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).

Target Audience: Economically diverse, multicultural, multi-generational families; youth, singles & families; increased participation by Whites, Hispanics, & corporate entities who value MLK's legacy.

Ethnic profiles: 40% Afro-American; 30% Afro-Caribbean; 25% Hispanic; 5% Other

Efforts: Since the event coincides with a major national holiday, it garners high news media & public relations visibility and word of mouth throughout churches, schools, & community groups

Marketing / Promotion:

Print: Over-sized, glossy 4-color tri-fold sponsorship brochures to potential corporate, philanthropic, and group sponsors; Flyers, calendar notices & press coverage, generally accompanied by photo spread in neighborhood & organizational newsletters, tabloids, magazines, & newspapers, including Miami Herald, El Nuevo Herald, New Times, Miami Times, South Florida Times, Diario Las Americas, Caribbean Today, South Florida Caribbean News, & Gospel Truth. As the oldest & largest MLK Celebration, there is customarily national newspaper and television, including major sponsorships, WLPG & WLRN, reporting of the event as well. Last year, Newsweek spotlighted the event. Large sponsor banners along the parade route and at the festival.

Radio: 30- & 60-second spots on CoxMedia Group outlets & WLRN. CoxMedia Group is a primary sponsor who owns WEDR 99-JAMZ, WHQT Hot 105, WFEZ Easy 93.1, & WFLC Hits 97.3 with 4 top stations in Miami/Ft. Lauderdale. Coverage includes event-specific radio news & live broadcasts on WEDR & WHQT throughout the parade & festival. Miami is a top-rated Urban market delivering an exclusive audience in S. FL & the Caribbean, WEDR is the #1 Urban station in Miami, boasting a top Arbitron ranking for 18-54 listeners--key to event demographics because active 18-34 urban market leaders have high discretionary spending & wield influence across peer groups.

Television: Besides the hour-long WLRN/PBS television special, all local news outlets--NBC/Telemundo, ABC, CBS, BET,& Caribbean Television--will have reporters onsite. WPLG & WLRN will produce a series of 30-second promos for the special.

Internet: Parade is live-streamed on WLRN.

Social Media: Armed with a savvy group of younger social media interactors, we aggressively pursue visibility on

social media via our Facebook page and active correspondents on Instagram, & Twitter during the event. Our interactive website has successfully established a worldwide presence for our MLK holiday artists & activities.

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.*

CoxMedia Group (WEDR 99-JAMZ, WHQT Hot 105, WFEZ Easy 93.1, & WFLC Hits 97.3)
WPLG Channel 10 and WLRN/PBS are long-standing sponsors that produce live and taped broadcasts, companion live web streaming, 30 & 60-second event promotions, onsite reporting, and internet advertising covering 4.7 million + Miami-FTL MSA viewing households.

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:

2000000

3a. How was the above estimate determined?

Notwithstanding the remarkable population growth between 2019-2022, according to the last reported census data in 2021, the television viewership associated with news in Miami-Dade, Broward, and Monroe county viewership is more than 4.744 million. WLRN-PBS and WPLG Channel 10 both annually produce an hour-long televised special and live stream the parade on their website about the event to an audience of 1.9 million. This figure does not take into consideration the number of people who watch online, or who are reached by other electronic media from news stations, linked sites, or social media. Our goal is to reach 42% of all potential viewers who potentially have the holiday off and tune into special events broadcast on that and the following day.

TDC - Tourism Impact Projections

Completed - Dec 1 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):

498500

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

1500

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	462350	1300

Out of County	29850	150
Out of State	5975	25
Foreign	325	25

TOTAL Projected # of Audience Attending:

498500

TOTAL Projected # Performing/Instructing:

1500

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)

Overnight lodging is promoted via our website and the Greater Miami Convention & Visitor's Bureau for 4 nights (Fri- Mon), however, it is realistic to expect that most will only stay 3 (Fri-Sun). Current partner hotels are: DoubleTree Airport (MIA), Embassy Suites MIA, Hilton Downtown, & Holiday Inn Express MIA, chosen for their past participation

in organizational events and their proximity to the airport, where most out-of-town guests feel most comfortable in an unfamiliar city.

Accounting for the booking in 2023 is as follows DoubleTree 283/306; Embassy Suites 264/293; Hilton 198/195; Holiday Inn Express 252/97.

In addition, it also appears that tourists seeking cheaper accommodations spent at least 120 nights in Broward County hotels.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	1200	
# of hotel room nights anticipated to be booked:	1200	
Actual number of hotel room nights used last year:	997	

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:	1200

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 Embassy Suites Hilton Holiday Inn Express	283 264 198 252
Year 2:	Doubletree Embassy Suites Hilton Holiday Inn Express	283 264 198 252
Year 3:	Doubletree Embassy Suites Hilton Holiday Inn Express	283 264 198 252

TDC - Project Budget Summaries

Completed - Dec 1 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:

\$ 266000

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

Organization Budget - Projected CASH Expenses:

\$ 216000

Organization Budget - Projected IN-KIND Expenses:

\$ 50000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 266000

Funding Category:

Continuing

Continuing Applicants

Project and Operating Budget Summaries - Current Year

Grant Award - Current Year (if you did not apply, enter N/A):	25000
Total Project Budget Expenses - Current Year:	265000
Organization Budget CASH Expenses - Current Year:	115000
Organization Budget IN-KIND Expenses - Current Year:	150000
TOTAL Organization Budget - Current Year:	265000

Continuing Applicants

Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	20000
Total Project Budget - Completed Year:	260717
Organization Budget CASH Expenses - Completed Year:	110717
Organization Budget IN-KIND Expenses - Completed Year:	150000
TOTAL Organization Budget - Completed Year:	260717

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.

Community Grants Program

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Dr. Martin Luther King Jr. Parade and Festivities Committee			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration			\$0	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$9,725	\$9,725	
Contracted/Outside Other Fees/Services		\$27,635	\$27,635	
Marketing: ADV/PR/ Printing/Publications		\$108,600	\$108,600	\$50,000
Marketing: Postage/Distribution		\$150	\$150	
Marketing: Web Design/ Support/Maintenance		\$2,375	\$2,375	
Travel: In County			\$0	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$13,250	\$13,250	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$2,200	\$2,200	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$8,775	\$8,775	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$15,000	\$15,000	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$4,750	\$4,750	
Other Expenses (Itemize Below)				
Floats		\$15,765	\$15,765	
Security		\$5,500	\$5,500	
Permits		\$275	\$275	
			\$0	
			\$0	
SUBTOTALS:	\$0	\$216,000	\$216,000	\$50,000
TOTAL EXPENSES (Cash plus In-Kind)	\$266,000			
GRANT REQUEST				

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:	Dr. Martin Luther King Jr. Parade and Festivities Committee		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$0		0%
Memberships	\$0		0%
Tuitions/Enrollment Fees	\$0		0%
Contracted Services:			
Outside Programs/Performances	\$0		0%
Contracted Services:			
Special Exhibition Fees	\$23,500		11%
Contracted Services			
Other			0%
Rental Income			0%
Corporate Support	\$141,000	\$50,000	65%
Foundation Support			0%
Private/Individual Support	\$1,500		1%
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)			
	\$10,000		5%
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%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Community Grants	\$15,000		7%
Tourist Development Council Grant Program (TDC)	\$25,000		12%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$216,000	\$50,000	0%
GRANT REQUESTED	\$0		
REQUESTED	\$216,000		
TOTAL REVENUES (Cash plus In-Kind)	\$266,000	TOTAL IN-KIND %	23%