

Application: El Ingenio Inc

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: FY_2023-2024-00000000614
Last submitted: Nov 28 2023 02:37 PM (EST)
Labels: 2023-2024, Second Quarter, Courtesy Review, FY 2023-2024 FNL Q2, Corrections Ready, Request Approved

TDC Subcommittee Review Form

Completed - Dec 14 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.6

Funding Quarter

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

Grant Amount Requested:

10000

Staff Recommendation:

\$ 4,500

Organization Name:

El Ingenio, Inc.

Project Title:

Casandra, International Women's Theater Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

March 16, 17,18,19, 20, 21, 22, 23 & 24, 2024.

Primary Event Location:

Koubek Canter

County Commission District - Primary Event Location:

5

Secondary Event Location:

Artefactus Black Box

County Commission District - Secondary Event Location:

2

Project Synopsis:

Funds are requested to support the Casandra International Women's Theater Festival, now in its eighth year, showcasing international work by women in the performing arts. This year's festival will occur from March 16 - 24, 2024, at the Koubek Memorial Center, Cuba 8 Museum & Performing Arts Center, and Sandrell Rivers Theater. The festival will feature four plays by international artists, a visual art exhibit, an installation/performance, a film screening, a concert, and a panel discussion.

Previous TDC Funding:

\$4,500 (22-23); \$4,500 (21-22); {End of cycle - COVID - \$2,500 (19-20)}; \$2,500 (18-19); \$2,500 (17-18); \$2,500 (16-17)

Other Government Funding:

MDC Hannibal Cox, Jr - \$10,000

State of Florida General Program Support - \$6,400

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.

Funds are requested to support the eighth edition of the Casandra International Women's Theatre Festival, from March 16 to 24, 2024, presented at the Koubek Memorial Center, Cuba 8 Performing Arts, Artefactus Box, and Sandrell Rivers Theater.

This festival is held annually and is a unique festival dedicated to women in South Florida. It provides a platform for artistic exchange between female artists from different countries, languages, and cultures by staging plays, dramatic readings, concerts, and expositions. The event will feature five international artists, a visual art exhibit, four performances, a book launch, two concerts, and a dramatic reading.

Festival's previous editions, we were pleased with the high turnout at our performances and spectacular participation in our ancillary activities at different venues.

The festival expects at least the same enthusiasm this year as the buzz from last year's event circulates among local, national, and international theater audiences. We anticipate about 2,500 audience members across all events this year, with about 10% of visitors outside Miami-Dade County.

Given the media attention focusing on the issues of discrimination and gender violence, the festival brings Miami some timely discussions on a subject at the forefront of contemporary cultural expression. For this reason, we foresee the festival's profound impact on our community, among locals and visitors alike. Visitors from Latin America and around the U.S. will appreciate the opportunity to see top names in Theater and witness new work by these renowned artists.

El Ingenio presents work in Spanish with English subtitles to reach the broadest range of bilingual audiences in Miami and to attract international audiences to the Women's International Theater Festival.

An essential benefit of this international exchange is to showcase Miami's original work abroad, granting visibility for our actors and local talent with great companies and artists worldwide.

El Ingenio will launch the eighth edition of Casandra, the International Women's Theater Festival, with international participants from Spain, Argentina, Italy, Mexico, and Cuba. Over 20 events have been at different venues as part of the festival.

Ticket prices:

Performances and concerts: \$ 30.

Educational component: Free. (Conferences, tributes, and dramatic readings).

We have booked four rooms for sixteen nights at The Chateaubleau Hotel in Coral Gables, the official sponsor

hotel for our event. El Ingenio's efforts to attract tourists to Miami Dade are significant, and we are confident the festival will contribute to accomplishing this goal.

PROJECT TIMELINE:

March 16 & 17

Sandrell Rivers Theater.

Art exhibit with the artist Naara Valdez from Cuba.

Play: "The Blue Eye," Ingenio Teatro (USA), and Liberart Theater (Argentina).

Concert with Colibri from THE USA.

March 18

Koubek Center.

Dramatic reading by Professor Ivon Lopez from The USA, a tribute to Rosa Ileana Boudet from Los Angeles, California, and a concert with Betsy Rodriguez from The USA.

March 19

Sandrell Rivers.

Play: I am Cristina by Rachel Pastor from Cuba.

March 20

Koubek Center.

Performance: Art & Faith, presented by Mexico, Italy, and Spain. Performers: Cleo Valdes, Carmen Olivares and Maru Bagglietta.

March 21

Sandrell Rivers.

Play: The Women's, presented by Angeles Marsendes. Liberart Theater from Argentina.

March 22

Sandrell Rivers Theater

Play: Gaspert by Marcelo Katz from Argentina.

March 23

Koubek Center

Play: The Cat in Boots, presented by El Ingenio Teatro (USA).

March 23

Sandrell Rivers.

Play: Las Penas, by Dream Theater. Spain.

March 24

Cuba Ocho

Closing Ceremony.

Concert with Roxana Rios from Mexico.

El Ingenio has developed a marketing plan with various advertising strategies. Marketing for this event includes paid advertising, radio ads, interviews, 5000 flyers, and social media such as Facebook, Twitter, and Instagram. Univision Radio, AmericaTV, and SBS Communications Mega TV have been El Ingenio's broadcast media sponsors since our inception, and press sponsors include El Nuevo Herald and Caritate Magazine.

With TDC funds, we will strengthen the online strategy of our Content Marketing and digital campaign, including potential clients and their specific needs. Specifically, we are interested in approaching millennials with more intense digital communication, including musical and audiovisual events that generate interest in this younger population. The festival will offer artistic packages to visitors to promote culture in Miami.

Our partnerships with other like-minded organizations include assistance in developing a thriving volunteer base that contributes significantly to our festival's success. These organizations have, but are not limited to, FUNDarte, Koubek Center, Cuba Ocho Museum, Centro Cultural Español, Teatro en Miami, Trail Theater, Univision Radio, Apogeo Magazine, SBS Communications, Xael Travel, and the University of Miami.

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).

El Ingenio has developed a marketing plan with various advertising strategies to promote and attract audiences to our performances and the Women's International Theater Festival.

Last Season, the staff retained a technology and visual arts consultant to launch a robust social media marketing campaign.

Email blasts: We will use El Ingenio's database along with the Koubek Center, Cuba Ocho, and CCE mailing lists to reach an extensive list of contacts. We also enjoy promotional partnership support through email blasts from our promotional partners, including such prominent organizations as FUNDarte, whose vast list of Hispanic/Latino constituents has more than 5,000 followers.

Advertising: Two weeks before the opening of the Festival, El Ingenio will run a media campaign using radio, press ads, and TV. This campaign will also run throughout the Festival week.

Social Media: Our Facebook and Twitter accounts will also be used to inform audiences of festival activities. (With more than 2000 followers).

Artist Interviews: Our radio (Univision Radio) and TV partners (SBS/Mega TV) also interview our featured artists to create a buzz around our events within the community. Print interviews will be published in El Diario de las America and El Nuevo Herald.

Social Networks: For our event, we are announcing ourselves on the social networks FB and YouTube because they are programs that, although they have been in the market for a short time, already have many young people who follow them.

These programs support the culture and development of art and tourism in our city by promoting the exposure and dissemination of young artists and projects that seek diversity and union among communities, exporting and importing the best of culture theatrical world.

New Marketing strategies:

The festival attracts our general audiences, typically adults between 24 and 55. Now, we are interested in approaching the Millennials, and for that, we will deploy a targeted digital campaign with events that generate interest in this younger population. We think modern experiential music and audiovisual performances will attract them when visiting our city.

- . Market our event to the public as something unique in its class that happens in Miami once a year.

- . Create promotional souvenirs, ready to give to participants as takeaways so that they will always have us present, and this can also generate a source of work for local artisans.

- . Produce storytelling opportunities for attendees, where they can share their experiences at our festival via social networks.

- . Set up partnerships with travel agencies to help us promote our events on their flight magazines as local cultural 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.*

Univision Radio, AmericaTV, and SBS Communications Mega TV have been El Ingenio's broadcast media sponsors since our inception, providing discounted advertising packages and ad-free placements during programs of specific relevance to the artists, works, and themes addressed in our productions. El Ingenio also receives media sponsorship from 1260 AM, Radio Marti, La Poderosa Am, and Radio Mambi. They offer us the opportunity to do live-in-show interviews with the festival's talent and free fixed ad placements during scheduled programming.

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:

9500

3a. How was the above estimate determined?

This information is determined by partnership agreements established between El Ingenio and:
SBS Communications/Mega TV
Channel 41
Univision Radio
APOGEO Foundation and its press agency, CARITATE magazine, University of Miami Latin American Digital Theater Archive
Also, with a practical program evaluation that includes:
- audience Surveys -sponsors surveys
- Ticket Sales
- Social Media Engagement -Phone calls
- Website visits

TDC - Tourism Impact Projections

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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):

2500

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

75

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	2345	30
Out of County	95	10
Out of State	25	15
Foreign	35	20

TOTAL Projected # of Audience Attending:

2500

TOTAL Projected # Performing/Instructing:

75

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)

El Ingenio will use the ChateauBleau Hotel in Coral Gables for a minimum of four rooms for four nights each, a total of 16 hotel room nights to accommodate visiting artists. Last festival, March 2023, we used three hotel rooms for four nights or twelve hotel room nights.

We will also encourage all visitors to the event to stay at this hotel and will reflect this in our marketing.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	16	
# of hotel room nights anticipated to be booked:	16	
Actual number of hotel room nights used last year:	12	

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:	4
Courtesy Room Blocks:	12

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:	Hotel Chateableau	16
Year 2:	Hotel Chateableau	12
Year 3:	Hotel Chateableau	9

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:

\$ 10000

Total Project Budget Expenses - Projected:

\$ 70400

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

Organization Budget - Projected CASH Expenses:

\$ 226000

Organization Budget - Projected IN-KIND Expenses:

\$ 16000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 242000

Funding Category:

Continuing

Continuing Applicants

Project and Operating Budget Summaries - Current Year

Grant Award - Current Year (if you did not apply, enter N/A):	4500
Total Project Budget Expenses - Current Year:	65400
Organization Budget CASH Expenses - Current Year:	141193
Organization Budget IN-KIND Expenses - Current Year:	15000
TOTAL Organization Budget - Current Year:	156193

Continuing Applicants

Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	4500
Total Project Budget - Completed Year:	62000
Organization Budget CASH Expenses - Completed Year:	126464
Organization Budget IN-KIND Expenses - Completed Year:	14000
TOTAL Organization Budget - Completed Year:	140464

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.

N/A

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.

HANNIBAL COX, JR, is the grant-related expense the Department of Cultural Affairs will cover for this project.
Expenses this grant will cover: Contracted/ Outside Artistic Fees and Space Rental.

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	El Ingenio Inc			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration		\$2,500	\$2,500	
In-house/Salaried Personnel: Artistic		\$5,000	\$5,000	\$1,000
In-house/Salaried Personnel: Technical/Production		\$4,500	\$4,500	
Contracted/Outside Artistic Fees/Services		\$14,000	\$14,000	
Contracted/Outside Other Fees/Services	\$9,000	\$12,000	\$21,000	
Marketing: ADV/PR/Printing/Publications	\$1,000	\$1,500	\$2,500	\$4,000
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance		\$600	\$600	
Travel: In County		\$500	\$500	
Travel: Out of County		\$5,000	\$5,000	\$3,000
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.		\$4,000	\$4,000	\$2,000
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$300	\$300	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$10,000	\$50,400	\$60,400	\$10,000
TOTAL EXPENSES (Cash plus In-Kind)	\$70,400			
GRANT REQUEST	\$10,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
Total Projected Administrative Expenses (Cash plus In-Kind)	\$2,500	

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	El Ingenio Inc		
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions	\$7,000		12%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services:			
Outside Programs/Performances	\$3,000		5%
Contracted Services:			
Special Exhibition Fees			0%
Contracted Services			
Other			0%
Rental Income			0%
Corporate Support	\$6,000	\$6,000	10%
Foundation Support	\$10,500		17%
Private/Individual Support	\$5,500	\$4,000	9%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
State of Florida. General Program Support - Division of Arts and Culture.	\$6,400		11%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$2,000		3%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%
HANNIBAL COX, JR.	\$10,000		17%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$50,400	\$10,000	17%
GRANT REQUESTED	\$10,000		
REQUESTED	\$60,400		
TOTAL REVENUES (Cash plus In-Kind)	\$70,400	TOTAL IN-KIND %	17%