

Application: GableStage, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

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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.7

Funding Quarter

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

Grant Amount Requested:

25000

Staff Recommendation:

\$ 16,000

Organization Name:

GableStage, Inc.

Project Title:

The Lehman Trilogy, Regional Premiere

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

March 16, 17, 20, 21, 22, 23,24, 27, 28, 29, 30, 31 and April 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14.

Primary Event Location:

GableStage

County Commission District - Primary Event Location:

6

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support the regional premiere production of the internationally celebrated drama The Lehman Trilogy by Stefano Massini, adapted by Ben Powers which will run from March 16 – April 14, 2024 at GableStage at the Biltmore for a total of 25 performances.

Previous TDC Funding:

\$25,000 (22-23); \$20,000 (21-22); {End of cycle - COVID - \$15,000 (19-20)}; {End of cycle - \$9,000 (18-19)}; \$10,500 (17-18); \$12,000 (16-17); \$13,500 (15-16); \$15,000 (14-15); {End of cycle - \$9,000 (13-14)}; \$10,500 (12-13); \$12,000 (11-12); \$13,500 (10-11); \$15,000 (09-10); (\$9,000 (08-09) End of Cycle); \$10,500 (07-08); \$12,000 (06-07); \$13,500 (05-06); \$15,000 (04-05); {End of Cycle-\$15,000 (03-04)}; \$14,000 (02-03); \$16,000 (01-02); \$20,000 (00-01); \$20,000 (99-00)

Other Government Funding:

MDC Cultural Advancement - \$20,000

State of Florida General Program Support Theater Grant - \$15,000

TDC - Project Description

Completed - Oct 16 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.**

GableStage seeks funds to support the 4th production of its 2023-24 Season at the theatre located at the host and hotel sponsor, the Biltmore Hotel, which represents the very best of Coral Gables and what South Florida has to offer to residents, tourists, and business travelers.

GableStage produces five plays per season and is now in its 25th anniversary season of presenting high-quality, entertaining, and thought-provoking theatre for the South Florida community and tourists. The 4th production in the 2023-24 season is the regional premiere production of internationally celebrated drama The Lehman Trilogy by Stefano Massini, adapted by Ben Powers which will run from March 16 – April 14, 2024, at GableStage at the Biltmore. This acclaimed drama which journeys through 163 years of history will be accompanied by outreach programs, including scholarly lectures, student immersion activities, pre-show talks, and dramaturgical opportunities for adult theatre goers to expand their understanding of professional theatre and this production.

Performed entirely by three actors, David Kwiat, most recently appeared at GableStage in Native Gardens, Mark H. Dold, and Brandon Morris, The Lehman Trilogy follows the original three Lehman brothers, then their sons and grandsons, as they journey from rags to riches to ruin. Beginning in Montgomery, Alabama, in 1844, a Bavarian immigrant dreams of a better life. In 2008, his descendants unleash an unprecedented financial disaster. In masterful storytelling, this engaging drama is both an intimate family saga and a spotlight on a spectacular corporate fall resulting from unchecked capitalism.

The Lehman Trilogy made its English language debut in London on July 12, 2018 at the National Theatre's Lyttelton Theatre. On October 14, 2021, the play opened on Broadway, where it won five 2022 Tony Awards, including Best Play.

The GableStage production will be directed by Bari Newport, GableStage's Producing Artistic Director. The drama, which will run 2.5 to 3 hours, will be staged Wednesdays: 2 p.m., Thursdays 8 p.m., Fridays: 8 p.m., Saturdays: 8 p.m., and Sundays: 2 p.m. An 8 p.m. performance will be added during the last two weeks of the run. The show will run between March 16 – April 14, 2024 for a total of 25 performances to a total of 2,600 audience members. Tickets range in price from \$50.00-\$75.00, with discounts available for students, artists, groups, Biltmore members and employees, and Blue Star Families.

TDC - Marketing Details

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).

GableStage's typical Marketing Plan employs an integrated approach, segmented into categories for the best results. PR responsibilities are handled by George Haj, of George Haj PR, a member of the Board of Directors.

www.gablestage.org

Over 30,000 annual users; 38,000 sessions

Contains info on current and past seasons, organizational leadership, history, and education initiatives, as well as direct links from production pages to the Ovation Ticket system to facilitate direct ticket sales.

ADVERTISING/MASS MEDIA

Season and individual ad placements include The Miami Herald, Miami New Times, Time Out Miami, Culture Owl Magazine.

Long standing partnership with WLRN leverages in-kind airtime with ongoing radio spots throughout each season, reaching a 30+ demographic.

Focus on connections with local TV sources to expand this resource and marketing category.

PUBLIC RELATIONS

Distribute News Releases announcing the upcoming season and individual productions to over 120 media and press contacts, including local, regional, and national press and publications. Reviews are printed and posted in all major newspaper outlets such as The Miami Herald, The Miami New Times, online outlets such as Florida Theater Onstage, Broadway World. Occasionally, GableStage has the honor of being reviewed by Wall Street Journal drama critic Terry Teachout.

DIGITAL/SOCIAL MEDIA

Ongoing digital and social media processes are geared toward audience development and brand awareness.

Social media reach (all stats from April 2023): Facebook: 3,900 likes, 4,100 followers (page reach: 190,500+ in 2022); Twitter: 1,912 followers; Instagram: 1,653 followers (page reach: 18,700 prior 12 months); LinkedIn: 977 followers.

Steadily increasing, paid advertising on Facebook platforms (FB and Instagram) generates subscription and ticket sales.

Google AdWords (Google for Nonprofits) provides online search advertising for individual productions, with local, regional, and national reach.

Digital advertisements with The Miami Herald, Miami New Times, Florida Theatre On Stage, Culture Owl Magazine, Great Gables, Theatermania.

Regularly updated online calendars from The Miami Herald, Miami New Times, GMCVB, Culture Owl, CBS4, Miami Artzine, The Biltmore.

DIRECT MARKETING

Direct mail and email target GableStage's core audience of subscribers and single ticket buyers

Mail brochures to 10,000 local, regional, and national subscribers, and non-subscribers via The Miami Herald's direct mailing program.

Email blasts regularly reach GableStage's ever-increasing database of almost 15,000 contacts.

For individual productions, 10,000 postcards (direct mail via The Miami Herald) reach a 30+ demographic, including GableStage subscribers, past attendees, purchased zip code lists focused on arts enthusiasts.

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.*

No Television or Radio sponsors are attached to the project at this time.

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:

500000

3a. How was the above estimate determined?

Targeted Facebook ad analytics report over 100,000 unique views per ad group plus WLRN advertising statistics give us the ability to predict this number.

TDC - Tourism Impact Projections

Completed - Dec 4 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):

2730

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

40

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	1750	31
Out of County	650	5
Out of State	250	4
Foreign	80	0

TOTAL Projected # of Audience Attending:

2730

TOTAL Projected # Performing/Instructing:

40

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)

GableStage is located at the Biltmore Hotel in Coral Gables, FL 33134. As such, The Biltmore is the participating hotel and GableStage's partner in accommodations as needed. GableStage also intends to use an Extended Stay America hotel for the longer stay of one visiting artist. We anticipate 20 room nights to be booked in conjunction with the production. This figure is achieved by looking at past productions and looking at any potential guests that may be attending the production.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	20	
Actual number of hotel room nights used last year:	26	

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:	20

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 Biltmore Hotel, Extended Stay America	20
Year 2:	The Biltmore Hotel, Extended Stay America	20
Year 3:	The Biltmore Hotel, Extended Stay America	26

TDC - Project Budget Summaries

Completed - Dec 4 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:

\$ 245000

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

Organization Budget - Projected CASH Expenses:

\$ 2057500

Organization Budget - Projected IN-KIND Expenses:

\$ 29000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 0

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:	256820
Organization Budget CASH Expenses - Current Year:	2066579
Organization Budget IN-KIND Expenses - Current Year:	40000
TOTAL Organization Budget - Current Year:	2106579

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:	225882
Organization Budget CASH Expenses - Completed Year:	2334223
Organization Budget IN-KIND Expenses - Completed Year:	16267
TOTAL Organization Budget - Completed Year:	2350490

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.

Cultural Advancement

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	GableStage, Inc.			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:				
Administration		\$16,050	\$16,050	
In-house/Salaried Personnel: Artistic		\$65,450	\$65,450	
In-house/Salaried Personnel:				
Technical/Production		\$20,000	\$20,000	
Contracted/Outside Artistic Fees/Services	\$10,000	\$16,000	\$26,000	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/ Printing/Publications	\$10,000	\$15,000	\$25,000	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County		\$2,000	\$2,000	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.			\$0	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental		\$8,000	\$8,000	
Space Rental / for Performance, Exhibitions, Events, etc.		\$10,500	\$10,500	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$2,600	\$2,600	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials		\$1,500	\$1,500	
Other Expenses (Itemize Below)				
Rights		\$5,000	\$5,000	
Production Costs (set, costumes, props)	\$5,000	\$57,900	\$62,900	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$220,000	\$245,000	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$245,000			
GRANT REQUEST	\$25,000			

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:	GableStage, Inc.		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$130,000		53%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services:			
Outside Programs/Performances			0%
Contracted Services:			
Special Exhibition Fees			0%
Contracted Services			
Other			0%
Rental Income			0%
Corporate Support	\$25,000		10%
Foundation Support	\$15,000		6%
Private/Individual Support			0%
Other Private Support:			
Special Event Proceeds	\$15,000		6%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
General Program Support Theater Grant	\$15,000		6%
			0%
			0%
Government Grants: Local (Itemize below)			
			0%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			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%
Cultural Advancement	\$20,000		8%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$220,000	\$0	10%
GRANT REQUESTED	\$25,000		
REQUESTED	\$245,000		
TOTAL REVENUES (Cash plus In-Kind)	\$245,000	TOTAL IN-KIND %	0%