

# Application: GroundUP Music Foundation, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

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**Labels:** 2023-2024, Second Quarter, Technical 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.8

### Funding Quarter

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

### Grant Amount Requested:

35000

**Staff Recommendation:**

\$ 16,000

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**Organization Name:**

GroundUp Music Foundation, Inc.

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**Project Title:**

GroundUP Music Festival

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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):**

February 2, February 3, February 4, 2024

**Primary Event Location:**

North Beach Bandshell

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

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

Grants funds are requested to support the 7th GroundUP Music Festival's programming February 2-4, 2024, at the North Beach Bandshell. This annual three-day event brings together an eclectic mix of international and nationally renowned artists including four-time Grammy-Winning artist Snarky Puppy. Unlike the typical festival experience with overlapping music sets and barriers between artists and fans, this event will offer an intimate and immersive experience.

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**Previous TDC Funding:**

\$25,000 (22-23); \$20,000 (21-22); {End of cycle - COVID - \$5,100 (18-19)}; \$15,050 (17-18); \$15,000 (16-17)

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## Other Government Funding:

MDC Festivals and Special Events - \$75,000

Miami Beach VCA - \$32,000

State of Florida - \$25,000

## 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.

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For the 7th iteration, Five-time Grammy Award Winners Snarky Puppy will once again host the annual GroundUP Music Festival in Miami Beach at the North Beach Bandshell on February 2-4, 2024. They will play daily sets, along with an international lineup of world class musicians including Bill Frisell, Bassekou Kouyate, Gisela Joao, Varijashree Venugopal plus many others.

In addition to the always prominent inclusion of renowned Jazz musicians to continue to support America's cultural heritage, Jazz, festival artists are selected based on musical virtuosity, cultural diversity and desire to give back to the community to create a rich experience for fellow artists, students and other attendees. The GroundUP Music Festival was founded on the principle of curating a unique and enriching experience for the artists, students and audience. Unlike the typical festival experience, this event offers an intimate and immersive experience where fans will appreciate the music up close by participating in the masterclasses and workshops the artists themselves will lead. The festival builds an international community who share a love of music and talented artists. General Admission tickets are \$109 per day, VIP tickets at \$189 and all access passes are \$845. The festival will also occupy a late-night venue in Miami (location TBD).

We will build on the marketing strategy from past years and will rely on our strongest assets: the artists and our partners. Social media has been a strong asset for ticket sales and exposure, and we will continue to maximize our visibility.

The festival has built roots in the community by forging partnerships which we will continue to leverage to boost publicity efforts and exposure nationally. By working with our existing partners while creating new ones, we have built a strong foundation of support over the past 7 years. It is because of these relationships that we have had continued success. GroundUP is once again working with The New Times, Jambase, and will work with national publications to target audience through ad buys and editorial coverage. We are also partnering with industry publication Jazziz as another media sponsor. This year we will look to expand our advertising reach primarily online.

TDC funding will allow for further outreach to be secured. Press in national outlets are working to be confirmed in Relix, DownBeat, and JazzTimes. Social media also plays a big part in our marketing efforts. We anticipate close to 5000 attendees and with a lineup of international musicians; we expect to see a large percentage of guests from out of region as in previous years. (over 70% of our audience is made up of a combination of attendees who travel from over 40 countries and 41 states). Along with a strong tourism presence, the local support has continued to grow from one year to the next. We have our hotel partners and are also partnering with other local hotel properties to try to track as many rooms as possible to have an accurate impact the festival has on Miami.

GroundUP Music Festival's Reputation for Excellence has garnered significant national and local media attention

attesting to its significant worldwide, national, and local draw. In December 2019, as part of its decade-in-review series on the most important and impactful events in the Arts, The New York Times named GroundUP Music Festival one of the “Top 10 Definitive Moments of the Decade in Jazz Music”.

## **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).**

The GroundUp Music Festival's marketing strategy has always been centered on the artists and their communities. This year, we plan to enhance our reach to a broader audience to try to attract new attendees. We have a strong retention rate of past festival goers, but to make this festival sustainable, we need to expand on our foundation. With an international lineup of world-renowned musicians, we have a built-in international platform and reach through each artists' channels. We are tapping into those networks of fans to boost exposure. We will continue to look to partner with a digital and social marketing agency to enhance our online presence and leverage our networks by using digital advertising and messaging to target our specific audience.

Our musicians have been strong marketing assets to promote to their networks and fan base and our local cultural partners offer support and outreach to enhance local visibility. We want to tap into all partnerships to maximize our exposure. The partnership with the Rhythm Foundation and the North Beach Bandshell has established a strong footing with the local community. Our strategy will build on what was implemented in the past years and will hit three platforms of outreach (press, marketing and e-communications).

Digital outreach is extremely successful and allows us to track the return on investment. We will look to secure a digital partner to boost our impressions. The demographics of headlining act Snarky Puppy have millions of worldwide "rabid fans" (per the New York Times) are 18-34 (73%), 82% Male - 18% Female, 31/ 59 40% internationally based (60% US), median income \$70,000, 64% college graduates. We found the demographics of our event are similar. Leading publications in region, including Miami New Times have already confirmed calendar and feature placements and our PR team is securing additional press. We will pitch artist interviews and behind-the-scenes access, both short lead and long lead stories, to local and national media outlets.

Our advertising campaign will be digital through social media outlets (Facebook, Instagram, Twitter, Google and YouTube) and online ad buys. We will expand our radio presence and online publications leading up to the festival. The PR team has created a series of sharable content pieces, which will be distributed to partners both locally and nationally to use for outreach. Our partners will share these via email and social media, reaching over 900,000 individuals. Additionally, the internationally known artists participating in the festival have shared these with their fans, reaching an additional audience.

GroundUp will hire photographers to capture and syndicate photo images through their media channels and a videographer has been confirmed for use of the footage post-event. We also use footage on socials as a real-time asset that will then be posted by our social media team.

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.*

We have an annual partnership with Miami New Times and in past years we have worked with NPR on radio promotion. We will look to engage with them again this year as well as local radio partners WDNA, WLRN and WVUM. These spots include ticket giveaways, on air mentions and artist interviews. For TV coverage, we will pitch NBC 6 in the Mix to air a pre interview about the festival and its artists and will try to leverage other relationships to maximize coverage.

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:

4500000

3a. How was the above estimate determined?

We have contracted impressions of over 1,000,000 and will social media presence we anticipate a significant of coverage and bandwidth.

## 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):*

3380

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

120

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	608	10
Out of County	667	5
Out of State	1497	70
Foreign	608	35

## TOTAL Projected # of Audience Attending:

3380

TOTAL Projected # Performing/Instructing:

120

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)

We will continue to work with South Beach Hospitality Group as our main partner... Beachside, Oceansiden Waterside, Seaside hotels. Hotel figures were determined based on last year's GMCVB impact report. We promote hotels on website and social media. We expect a higher participation rate this year as our tickets sales are trending in the right direction.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	200	
# of hotel room nights anticipated to be booked:	500	
Actual number of hotel room nights used last year:	483	

## 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:	
Courtesy Room Blocks:	

## 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:	South Beach Hospitality Group/ Beachside - Seaside - Oceanside - Broadmore - Crystal Beach- waterside	483
Year 2:	Alexander and Castle Beach	667
Year 3:	N/A cancelled for COVID	n/a

## TDC - Project Budget Summaries

Completed - Oct 16 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:**

\$ 569500

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

**Organization Budget - Projected CASH Expenses:**

\$ 569500

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

\$ 0

**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:	491072
Organization Budget CASH Expenses - Current Year:	491072
Organization Budget IN-KIND Expenses - Current Year:	0
TOTAL Organization Budget - Current Year:	0

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

Grant Award - Completed Year (if you did not apply, enter N/A):	(No response)
Total Project Budget - Completed Year:	633072
Organization Budget CASH Expenses - Completed Year:	633072
Organization Budget IN-KIND Expenses - Completed Year:	0
TOTAL Organization Budget - Completed Year:	0

### 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

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

Miami Beach VCA support has been requested

### 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?

No



MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

<b>ORGANIZATION NAME:</b>	GroundUP Music Foundation			
<b>EXPENSES</b>	<b>Grant Dollars Allocated</b>	<b>+ Cash MATCH</b>	<b>= Total Cash</b>	<b>In-Kind</b>
Administration	\$10,000	\$55,000	\$65,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production	\$15,000	\$16,000	\$31,000	
Contracted/Outside Artistic Fees/Services		\$130,000	\$130,000	
Contracted/Outside Other Fees/Services		\$40,000	\$40,000	
Marketing: ADV/PR/Printing/Publications	\$10,000	\$39,000	\$49,000	
Marketing: Postage/Distribution		\$500	\$500	
Marketing: Web Design/Support/Maintenance			\$0	
Travel: In County		\$8,000	\$8,000	
Travel: Out of County		\$32,000	\$32,000	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$120,000	\$120,000	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.		\$5,000	\$5,000	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$24,000	\$24,000	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
artist hospitality		\$15,000	\$15,000	
artist hotels		\$50,000	\$50,000	
			\$0	
			\$0	
			\$0	
<b>SUBTOTALS:</b>	<b>\$35,000</b>	<b>\$534,500</b>	<b>\$569,500</b>	<b>\$0</b>
<b>TOTAL EXPENSES (Cash plus In-Kind)</b>	<b>\$569,500</b>			
<b>GRANT REQUEST</b>	<b>\$35,000</b>			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	GroundUP Music Foundation		
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions	\$345,000		61%
Memberships			0%
Tuitions/Enrollment Fees			0%
Contracted Services:			
Outside Programs/Performances			0%
Contracted Services:			
Special Exhibition Fees			0%
Contracted Services			
Other	\$7,500		1%
Rental Income			0%
Corporate Support	\$15,000		3%
Foundation Support			0%
Private/Individual Support	\$5,000		1%
Other Private Support:			
Special Event Proceeds			0%
Government Grants: Federal (Itemize below)			
state of florida	\$25,000		4%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
Miami Beach VCA	\$32,000		6%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues	\$10,000		2%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
City of miami beach fee waiver sponsorship	\$20,000		4%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
Festivals	\$75,000		13%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$534,500	\$0	6%
GRANT REQUESTED	\$35,000		
REQUESTED	\$569,500		
TOTAL REVENUES (Cash plus In-Kind)	\$569,500	TOTAL IN-KIND %	0%