

Application: Miami Design Preservation League, 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.9

Funding Quarter

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

Grant Amount Requested:

35000

Staff Recommendation:

\$ 22,500

Organization Name:

Miami Design Preservation League, Inc.

Project Title:

Art Deco Weekend 2024

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

Jan 12, 13, 14, 2024

Primary Event Location:

Ocean Drive

County Commission District - Primary Event Location:

5

Secondary Event Location:

Wolfsonian-FIU

County Commission District - Secondary Event Location:

5

Project Synopsis:

Funds are requested to support the 47th annual Art Deco Weekend, taking place Jan 12th - 14th 2024. The festival is Miami Beach's longest-running free community cultural festival. It was started in 1977 by the MDPL to attract visitors to Miami Beach's Art Deco District and to raise awareness of the arts and culture of the Art Deco era. Art Deco Weekend now draws over 100,000 people for the three-day festival and features dozens of events

Previous TDC Funding:

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

Other Government Funding:

MDC Cultural Advancement - \$78,500

City of Miami Beach - \$25,000

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.

MDPL's 47th Annual Art Deco Weekend (ADW) festival will take place on Jan 12 - 14 2024 and welcome over 100,000 people to Ocean Drive in Miami Beach. ADW has dozens of events planned including live jazz, swing dancing, guided tours, kid's activities, lectures, antiques and artisan marketplace, a classic car show and more. The ADW festival is free and open to the public.

Our 2024 ADW theme is "Celebrating Florida's Historic Communities." The theme coincides with the upcoming World Congress on Art Deco, which will be taking place in Miami Beach and the surrounding areas in April 2023 and will have visitors traveling in from Art Deco Societies around the world. We are returning to the TDC after a successful event earlier this year.

Our survey data shows strong visitation from national and international tourists as well as visitors from the tri-County area. The GMCVB showed strong hotel room occupancy in Jan 2023, with the ADW weekend having a blended occupancy of 80.7% with an ADR nearly \$350. Visitors to Miami Beach and Miami-Dade County are offered a host of activities and events which truly highlight the arts, culture, and Art Deco that has come to define the area.

Press coverage around the event has been strong, and the timing is great because it is in the beginning of the New Year. Images of tropical Ocean Drive, closed to cars and in celebration mode are broadcast around the world.. helping inspire other visitors to come visit Miami Beach and Miami-Dade County.

Our media sponsors include Miami Herald, Miami New Times, WLRN, Breezline, and Clear Channel. Over the last few years we have been able to expand our advertising and its reach.

Last year, the City of Miami Beach has increased its sponsorship support to the festival by \$50k (50% increase over prior years). This included approximately \$25k to cover higher expenses for city services as well as an additional \$25k to enhance the marketing of the festival. We believe this marketing expansion along with our other promotional efforts will help amplify the impact of the festival.

Our hotel sponsors include the South Beach Group Hotels, Victor Hotel Group, National Hotel, Betsy Hotel, Esme Hotel, among others.

While we do not block rooms for this event, we note from our hotel partners that Art Deco Weekend is always a high-point of their year, and hotels do indeed sell out. This event has become a perennial favorite of tourists and residents alike. We have room night data from GMCVB which demonstrates high room night rates during this period. Overall, the economy benefits from this strong yearly event which brings repeat travelers and fills hotel rooms.

TDC - Marketing Details

Completed - Oct 16 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).

We use our survey data to help develop and refine our marketing strategy over time. This year, we are working farther in advance to develop our marketing strategy. Our main partners are:

Miami Herald

Miami New Times

Atlantic Broadband

WLRN

Mailer to Miami Beach residents

Miami Herald/el Nuevo Herald:

- Front Page Strip Color Ads in the two weekends proceeding the event
- Full Page Color Ad in the weekend section on the first day of the event
- Multiple Full Page Color Ads leading up to the event
- Digital advertising: Homepage takeover, mobile impressions and News/Entertainment section impressions

Total Net Investment last year: \$17,000 / In-Kind Value: \$54,600

Miami New Times:

- 125,000 Online Banner Impressions in Dec/Jan, 4 spots on Promo/Events newsletter, 2 Arts Exclusive Newsletter, 1 Music Exclusive, 1 Promotions Exclusive, and multiple banners in Arts/Entertainment emails.

Total Net Investment last year: \$5,000

Breezline:

- TV Commercials PSAs for Art Deco Weekend beginning two weeks before the event and running at least 1,335x
- Estimated reach: 74,000 subscribers with 246,975 gross impressions

Total Cost to Us last year: \$0 / Total In-Kind Value: \$20,000

WLRN:

- Radio Ads, 44 30-second spots in the weekend before the festival as well as the week leading up to the festival
- Digital Streaming Pre-roll on WLRN.org
- Newsletter banner
- 25,000 impression in-kind web banners

Total Cost to us last year: \$7,090 / Total In-Kind Value: \$2,700

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.*

Atlantic Broadband:

- TV Commercials PSAs for Art Deco Weekend beginning two weeks before the event and running at least 1,335x
- Estimated reach: 74,000 subscribers with 246,975 gross impressions

Total Cost to Us last year: \$0 / Total In-Kind Value: \$20,000

WLRN:

- Radio Ads, 44 30-second spots in the weekend before the festival as well as the week leading up to the festival
- Digital Streaming Pre-roll on WLRN.org
- Newsletter banner
- 25,000 impression in-kind web banners

Total Cost to us last year: \$7,090 / Total In-Kind Value: \$2,700

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:

1000000

3a. How was the above estimate determined?

Miami Herald: 514k digital impressions (from post-event report)
Miami New Times: 100k+ digital impressions (from invoice)
WLRN: Miami/Ft Lauderdale: 121,500 (from post-event report)
WLRN: Palm Beach County: 49,500 (from post-event report)
Breezline: 246,975 estimated gross impressions (from media sponsorship)

TDC - Tourism Impact Projections

Completed - Oct 16 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):

100000

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

215

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	34140	200
Out of County	21735	10
Out of State	21370	5
Foreign	22755	

TOTAL Projected # of Audience Attending:

100000

TOTAL Projected # Performing/Instructing:

215

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 promote hotel rooms via our website and social media. We also alert our local hotels well in advance of the festival as to the dates of the festival. We receive calls year round from potential visitors asking about the dates of the festival and where to stay.

Participating Hotels:

- Victor Hotels
- Breakwater Hotel
- Faena
- South Beach Group Hotels

According to our survey results, approximately 38% of visitors were staying at a hotel. 73% of them were staying on Miami Beach, 8% in Downtown Miami, 4% in Surfside/Bal Harbour, and 1% other

GMCVB has also provided us with data showing nearly 82% occupancy in Miami Beach on the the first night of the festival, 84% on the second night, and 76% on the last night - overall impressive results.

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:	0	0
Actual number of hotel room nights used last year:	0	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:	N/A no room blocks	N/A no room blocks
Year 2:	N/A no room blocks	N/A no room blocks
Year 3:	N/A no room blocks	N/A no room blocks

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:

\$ 35000

Total Project Budget Expenses - Projected:

\$ 514506

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

Organization Budget - Projected CASH Expenses:

\$ 1669133

Organization Budget - Projected IN-KIND Expenses:

\$ 74600

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 1743733

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:	439906
Organization Budget CASH Expenses - Current Year:	1604102
Organization Budget IN-KIND Expenses - Current Year:	0
TOTAL Organization Budget - Current Year:	1604102

Continuing Applicants

Project and Operating Budget Summaries - Completed Year

Grant Award - Completed Year (if you did not apply, enter N/A):	N/A
Total Project Budget - Completed Year:	459510
Organization Budget CASH Expenses - Completed Year:	1092301
Organization Budget IN-KIND Expenses - Completed Year:	0
TOTAL Organization Budget - Completed Year:	1092301

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

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

City of Miami Beach has a recurring budget item for this sponsorship, and the city increased the allocation last year at our request by 50%. The total City of Miami Beach support is \$150k for this program, which includes up to \$125k for city services (Police, Fire, etc) and \$25k for additional marketing support for the festival. Because we receive support from Cultural Arts Council we are not able to apply to the MBVCA for this program.

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.

Currently \$78,500 is allocated from the ADV grant to Art Deco Weekend. These cover artistic fees (\$30k) as well as staff administrative fees. This TDC grant will not overlap.

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Miami Design Preservation League			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration		\$35,000	\$35,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$53,700	\$53,700	
Contracted/Outside Other Fees/Services	\$35,000	\$196,555	\$231,555	
Marketing: ADV/PR/ Printing/Publications		\$61,633	\$61,633	\$74,600
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County		\$2,759	\$2,759	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$48,166	\$48,166	
Equipment Purchase			\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$5,000	\$5,000	
Supplies/Materials		\$2,093	\$2,093	
Other Expenses (Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$35,000	\$404,906	\$439,906	\$74,600
TOTAL EXPENSES (Cash plus In-Kind)	\$514,506			
GRANT REQUEST	\$35,000			

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:	Miami Design Preservation League		
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions			0%
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	\$74,600	6%
Foundation Support			0%
Private/Individual Support			0%
Other Private Support:			
Special Event Proceeds	\$151,406		34%
Government Grants: Federal (Itemize below)			
			0%
			0%
			0%
Government Grants: State (Itemize below)			
			0%
			0%
			0%
Government Grants: Local (Itemize below)			
City of Miami Beach	\$25,000		6%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Revenues			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
City Services	\$125,000		#REF!
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
Miami-Dade County ADV (50%)	\$78,500		18%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$404,906	\$74,600	8%
GRANT REQUESTED	\$35,000		
REQUESTED	\$439,906		
TOTAL REVENUES (Cash plus In-Kind)	\$514,506	TOTAL IN-KIND %	17%