

Application: CI Foundation, 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:

4B.1

Funding Quarter

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

Grant Amount Requested:

35000

Staff Recommendation:

\$ 12,500

Organization Name:

CI Foundation, Inc.

Project Title:

Miami Billfish Tournament of Champions

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

February 1,2,3,2024

Primary Event Location:

Miami Beach Marina

County Commission District - Primary Event Location:

5

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support CI Foundation's Miami Billfish Tournament of Champions February 1-3, 2024 at Miami Beach Marina, where pro teams from across the country come to tackle South Florida's sailfish season in a weekend of high stakes competition paired with Miami's finest entertainment & leading local restaurants. The Miami Billfish Tournament of Champions is hosted by & benefiting, CI Foundation's marine focused beneficiaries and is managed by Fish Hard Events, with \$400,000 at Stake.

Previous TDC Funding:

N/A

Other Government Funding:

Miami Beach VCA - \$40,000

TDC - Project Description

Completed - Nov 30 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.

CI Foundation's Miami Billfish Tournament of Champions is taking place February 1-3, 2024 at the Miami Beach Marina. Now in it's 4th year, this competitive sportfishing tournament reprised a long standing event in Miami. The Yamaha Contender Miami Billfish Tournament of Champions, presented by Papa's Pilar, is part of a series of high stakes tournaments where professionally ranked and amateur fishing teams compete at the highest level annually at Coach Jimmy Johnson's Championship Fishing Week (JJFISHWEEK) in Florida and Coach's Atlantic City Championship Fishing Week in New Jersey (JJFISHWEEKAC) and qualify annually to compete in this elite tournament in Miami Beach from their ranking from the previous season. Qualifying teams who generate over \$50,000 in one year in either Jimmy Johnson tournament, \$100,000 plus overall, or have won 1st, 2nd, or 3rd in any tournament are invited to attend the exclusive tournament. Each team has approx. 10 team members and each join in Miami Beach along with their family members to compete in this high stakes event at the culmination of a great fishing year at the Miami Billfish Tournament of Champions in February. There are a few teams who have qualified this year from Miami, but the majority of teams come in from the Florida Keys, Deerfield, Lighthouse Point, Palm Beach, Stuart, Jupiter, West Coast of Florida, Alabama, North Carolina, Maryland, New Jersey, New York, Ohio, Michigan and the list continues. Entry to the tournament starts at \$20,000 for across the board.

The event week takes place at Miami Beach Marina with 5 official events. Each team arrives between Monday – Wednesday and official events are Thursday – Saturday where different chefs from across Miami Dade County create custom experiences fit for all of our fishing champions to enjoy and the tournament competition day events are open to the public to enjoy and spectate as the teams come in daily from their day on the water as well as spectate online with the LIVE SCORING tracker which attracts over 200,000 Impressions annually. Thursday Feb 1 kicks off the weekend where Registered team members and guests of team members enjoy a welcome reception featuring Rusty Pelican, presented by Papas Pilar, and the captains participate in the official captains meeting, hosted by Seakeeper. Friday and Saturday are competition days from 7:30AM-3:30PM, presented by Yamaha and Contender. Friday night from 4-7PM is the dockside party for teams to drop off their video media cards and enjoy a light reception with guests and spectators watching and indulging as they come back to the docks, presented by Michelob Ultra. Teams bring their media card in, which is required as proof of the tournament rules catch and release sailfish process in order to qualify to win the tournament. All of this is free to the public to attend and spectate. Saturday, after competition day, teams head back in to the docks for the Closing Awards Bash, which additionally takes place at Miami Beach Marina, which features the best of Joe's Stone Crabs and hosted by Titos Vodka, with the awards presentation, presented by Garmin Marine and GED Lawyers.

The tournament is marketed in various fishing publications as part of the FISH HARD EVENTS managed events with full schedule ads in Florida Sportman, Big Game Fisherman, Coastal Angler Magazine South Florida and Tri-State (NY,NJ), and On the Water Magazine. Digitally, the event partners with Center Console's Only, Miami Boat Life, In the Bite, and Marlin Magazine, to feature the tournament online and Event media sponsors include Florida Sportsman and On the Water. This year, with the help of the TDC, the tournament will be bringing in a fishing

based pr firm to enhance the visibility of the tournament in MIAMI BEACH and it's series of events across the country which will enhance the coverage, showcasing Miami Beach, as a premiere fishing destination with the help of featured celebrity host, Coach Jimmy Johnson, through digital fishing magazines, entertainment, and mainstream sports related coverage to include FOX Sports, ESPN, and more. Additionally funds will be used to target more tri-state coverage through social media geotargeting during the Mid Atlantic and White Marlin Open tournament channels as teams are planning their sailfish season to further position Tournament of Champions as the premiere qualifying sailfish tournament in the country.

The tournament hotel sponsor is the Hilton Bentley South Beach, which hosts the satellite radio room needed for the tournament, presented by GARMIN Marine. Additional hotel rooms are reserved at Urbanica Euclid and Anglers Hotel. 200 hotel room nights have been reserved. Participating teams stay at Miami Beach Marina for a full week at \$8/ft/night with boats approx.. 60-90ft.

Last year, the tournament purse was \$395,000 and provided a \$25,000 donation to CI Foundation's beneficiaries, Miami Billfish Foundation and CCA.

TDC - Marketing Details

Completed - Nov 30 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 marketing of February's tournament happens in a variety of ways. First off, as our tournaments take place with Coach Jimmy Johnson's competition tournament series throughout the year, each participant receives an ad for the February tournament so they are aware that based on certain qualifications, they may be eligible to join in Miami Beach at the beginning of February for this elite tournament. These go to teams from Texas around the Southeast and all the way up to New York through Maryland, North Carolina, Alabama, South Carolina, and northern and western Florida.

Magazines are a big form of communication that is very impactful among the fishing community. Ads are placed in some of the northern fishing publications, to include Florida Sportsman, On the Water, Big Game Fisherman, and Coastal Anglers, which target the East Coast sportfishing community to invite winners to apply to qualify to participate at December's Yamaha Contender Tournament of Champions. The main form of marketing is by targeted digital ad campaigns through Facebook, Instagram, and Google Ads which target tournament participants who participate in the MAIN tournaments throughout the high stakes sportfishing tournament season. These tournaments include each of the Jimmy Johnson tournaments in South Florida and Atlantic City, White Marlin Open in New Jersey, the Mid Atlantic in Maryland, Pirates Cove in North Carolina, Huk in New Jersey, Mississippi Billfish in Mississippi, Skip's tournaments in the Bahamas, Bluewater Movements in Palm Beach and Fort Lauderdale, Buccaneer in Palm Beach, Silver Sailfish Derby in Palm Beach, and the Gold Cup in the Florida Keys, among others.

With the help of TDC, the ad campaign can be enhanced to a larger geotargeting digital footprint AND with the help of a pr firm, generate additional celebrity, sports entertainment, and lifestyle coverage for the South Florida sportfishing community while using Coach Jimmy Johnson as the face of the tournament series to generate the coverage through FOX Sports and Sports Illustrated along with Captain Rick who fished with Contender and has a show who covers his tournament participation on the Discovery Channel.

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.*

At this time, there aren't specific radio or television contracted to cover the event as a media sponsors. Advertising is paid for and additional coverage and impressions are generated through digital coverage and print coverage targeting the fishing niche market which is wear news is typically delivered in the fishing and entertainment market as well as coverage generated through earned tv and radio coverage from Coach Jimmy Johnson.

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:

1200000

3a. How was the above estimate determined?

Based on the impressions generated from previous years of the event, through traditional print, digital, geotargeting campaigns, and the enhancement of our tournament pr firm's inherent ability to generate coverage from editorial, the goal will be to push the impressions and visibility further for year 4.

TDC - Tourism Impact Projections

Completed - Nov 30 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):

2025

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

0

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	120	0
Out of County	400	0
Out of State	1505	0
Foreign	0	0

TOTAL Projected # of Audience Attending:

2025

TOTAL Projected # Performing/Instructing:

0

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)

Once a team is registered into the tournament, an accommodations survey is sent to each team captain to disseminate to their teams with hotel links to book hotel accommodations and details on how to book at the marinas. Additionally, the tournament is promoted through our email marketing database of sportfishing enthusiasts who may want to spectate and enjoy the tournament festivities throughout the week which includes the hotel links as well as the preferred hotels for the tournament. The tournament has booked 200 nights between Hilton Bentley Miami Beach, Urbanica Euclid, and Anglers hotel based on previous years rooming needs. While the blocks are encourages, teams can book on their own and submit their hotel information through our accommodations system to ensure the tournament has recorded where their team has selected as their host hotel if outside of the tournament room blocks.

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:	200	
Actual number of hotel room nights used last year:	180	

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:	200
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:	Hilton Bentley Urbanica Euclid Shelborne	180
Year 2:	Hilton Bentley Urbanica Euclid Shelborne	150
Year 3:	Hilton Bentley Urbanica Euclid Shelborne	140

TDC - Project Budget Summaries

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:

\$ 700000

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

Organization Budget - Projected CASH Expenses:

\$ 640000

Organization Budget - Projected IN-KIND Expenses:

\$ 60000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 700000

Funding Category:

First-Time Applicant

First-Time Applicants

Project and Operating Budget Summaries - Current Year

Grant Award - Current Year (if you did not apply, enter N/A):	N/A
Total Project Budget Expenses - Current Year:	630000
Organization Budget CASH Expenses - Current Year:	570000
Organization Budget IN-KIND Expenses - Current Year:	60000
TOTAL Organization Budget - Current Year:	630000

First-Time 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 Expenses - Completed Year :	630000
Organization Budget CASH Expenses - Completed Year :	570000
Organization Budget IN-KIND Expenses - Completed Year :	60000
TOTAL Organization Budget - Completed Year :	630000

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.

Miami Beach VCA Major One Time Special Event - \$45,000 awarded

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

ORGANIZATION NAME:				
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration			\$0	\$60,000
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$20,000	\$20,000	
Contracted/Outside Artistic Fees/Services			\$0	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/ Printing/Publications	\$35,000	\$55,000	\$90,000	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County			\$0	
Travel: Out of County			\$0	
Equipment Rental		\$34,000	\$34,000	
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.		\$30,000	\$30,000	
Mortgage/Loan Payments			\$0	
Insurance		\$1,000	\$1,000	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$25,000	\$25,000	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
F&B - Local Restaurants		\$40,000	\$40,000	
Tournament Purse		\$400,000	\$400,000	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$35,000	\$605,000	\$640,000	\$60,000
TOTAL EXPENSES (Cash plus In-Kind)	\$700,000			
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:			
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions	\$525,000		75%
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	\$100,000		14%
Foundation Support			0%
Private/Individual Support			0%
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)			
Miami Beach VCA	\$40,000		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%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$665,000	\$0	5%
GRANT REQUESTED	\$35,000		
REQUESTED	\$700,000		
TOTAL REVENUES (Cash plus In-Kind)	\$700,000	TOTAL IN-KIND %	0%