

# Application: Miami Center for Architecture & Design, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

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Labels: 2023-2024, Second Quarter, Technical Review, First-Time Applicant, 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:

4B.2

### Funding Quarter

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

### Grant Amount Requested:

35000

**Staff Recommendation:**

\$ 10,000

**Organization Name:**

Miami Center for Architecture & Design, Inc.

**Project Title:**

OPEN HOUSE MIAMI

**Project Type / Category:**

Special Events / Promotions

**Funding Category:**

First Time

**Corporate Status:**

Organization – Not for Profit

**Date(s) of Event(s):**

March 1 & 2, 2024

**Primary Event Location:**

Miami Center for Architecture & Design

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

7

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**Secondary Event Location:**

Coral Gables Chamber of Commerce Welcome Center

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

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**Project Synopsis:**

Funds are requested to support the promotion and development of the first inaugural Open House Miami, a two-day celebration of Miami's built environment. Tours and programming around Greater Miami's spectacular architecture and urban spaces will be featured.

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**Previous TDC Funding:**

\$10,000 (21-22); {End of cycle - \$9,000 (18-19)}; \$10,500 (17-18); \$12,000 (16-17); \$13,500 (15-16); \$15,000 (13-14)

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#### Other Government Funding:

Miami Beach VCA - \$50,000

Greater Miami Convention and Visitors Center - \$50,000

City of Coral Gables - \$5,000

## 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.

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#### WHAT & WHEN:

Open House Miami (OHMIA) is a two-day event, coming March 1 & 2, 2024, celebrating Miami's built environment through tours, lectures, and experiences of Miami's historic and new architecture and public spaces. This will be its inaugural year. OHMIA will have nearly 50 experiences in various settings throughout Miami-Dade County.

OHMIA is a member of the Open House Worldwide community of a global network of nearly 60 non-profit organizations from New York to Seoul, Buenos Aires to Maputo, San Diego to Miami! Like its counterparts, each organization is dedicated to making cities more open, accessible, and equitable. The network now spans 52 festivals, 29 countries, and 6 continents. Each independent but connected through branding and information sharing.

The two-day festival will give attendees access to workshops and behind-the-scenes tours of Miami's most prominent or historic public spaces and buildings.

#### WHERE:

Open House Miami will be only the fourth city in the U.S., following New York, San Diego, and Chicago, of what has become a worldwide movement to open cities and engage citizens in conversations about how to shape the future of where they live. What adds value to this event is the direct experience of the buildings themselves, accessible for free to all, with opportunities to learn, discuss and debate with experts and citizens alike. Collectively, Open House Worldwide members engage almost 1 million people a year in Open House events with nearly 2 million visits to buildings enabled by more than 18,000 volunteers. Taken together, Open House Worldwide is the largest celebration of the urban landscape in the world.

#### HOW:

The Miami Center for Architecture & Design is partnering with many local organizations to market and promote the two-day event. Foremost among our partners are the Greater Miami Convention and Visitors Authority (GMCVB), the Miami Beach Visitors and Convention Authority (MBVCA), and the Miami Downtown Development Authority (DDA). Those organizations have committed to work with us in promoting this event around the world. We have budgeted for spots on WLRN and in several publications. Additionally, Open House Worldwide has committed to helping us promote the event on their website and through social media.

Through our discussions with other Open House cities, the Greater Miami Convention and Visitors Bureau, and the Miami Beach Visitors and Convention Authority, the estimated attendance is 2500. We intend to monitor through event reservations and social media response. While we are not charging, attendees will be required to sign up for many of the events ahead of time.

#### MARKETING & AUDIENCE DEVELOPMENT:

We have multiple sources for outreach and marketing through our nearly 30 marketing partners who have committed to collaborating with us through social media and direct mail. We are also excited to have the Greater Miami Convention and Visitors Bureau and the Miami Beach Visitors and Convention Authority make this event a priority in their promotional activities. Driven by the public relations firm that we have hired, several of our partners have given us access to their contracted public relations firms and all will be collaborating with outreach to their

particular markets. As part of Open House Worldwide, promotion of the event will go out to the partners throughout the world. Our social media campaign is beginning as this grant is being written and shared with our collaborators. Public relations outreach to the media has begun as well. Additionally, as part of the outreach by the GMCVB and MBVCA, press familiarity trips for other Miami events, such as Art Basel, are being connected to Open House Miami. We are also currently working with several architecture and design magazines to have both pre- and post-coverage. Open House Worldwide events attract architecture enthusiasts on a global scale and we believe that Open House Miami will do that as well. Planning for outreach to appropriate international media outlets is underway.

#### MEDIA SPONSORS

We are currently working with our network of public relations firms to finalize plans with local and international media.

#### HOTEL SPONSORS

We are currently working with the Greater Miami and the Beach Hotel Association (GMBHA), the GMCVB, and the MBVCA to determine outreach to our hotel community. The GMBHA is a marketing partner, as well, and has committed to helping us with coordination. We will be working with multiple properties and have hotel accommodation information on our website.

## 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).**

As a member of the Open House Worldwide organization, Open House Miami is an architecture festival that will appeal to architecture and built environment enthusiasts worldwide. But additionally, there are thousands of Open House enthusiasts worldwide that travel to different event locales. As our first event, it is difficult to estimate numbers of attendees, but, in consultation with other Open House cities, the GMCVB, and the MBVCA, we are estimating a total of 2,500. Print advertising in travel publications will be placed in December and January issues. Confirmation of media partners is underway. Advertising in local publications, Culture Owl, New Tropic, Biscayne Times, and Miami Modern Luxury will begin in November and continue through February.

Our target markets are architecture enthusiasts, urban travel enthusiasts, architects, architecture students, and the general public. We are currently reaching out to several architecture magazines, including ARCHITECTURE, ARCHITECTURAL RECORD, DWELL, and METROPOLIS for potential partnerships.

Social Media will be a large component of our outreach and we will use the collaborative power of all of our marketing partners to reach as many people as possible. In terms of our local outreach, we are also working to participate in several events, such as the GMCVB annual meeting this month, throughout the county at which we are speaking about Open House.

Promotional efforts will include street banners on major Miami roadways, postcards are being printed and will be distributed to hotel concierges and a variety of other venues, and public radio spots will be created. Our final plans for all media and advertising frequencies will be completed by November 1.

WLRN will be our main outlet for radio. Plans are to participate on South Florida Arts Beat and the Sunshine Economy programs. In addition, we will purchase advertising on WLRN as well.

We are working to add a local TV station as a media partner but those will not be finalized until after the deadline for this grant.

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 are currently working with our public relations team to identify radio and television sponsors but we have not secured anyone at the time of this application. Additionally we are working with the GMCVB and MBVCA to help in outreach for international partners.

Our intention is to secure one local TV station and, if possible, WLRN as media partners.

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:

2000000

3a. How was the above estimate determined?

The estimate is based on the reach of our combined efforts of our marketing partners through social media, WLRN outreach, and the potential viewership of local TV.

## 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):*

2450

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

50

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	1250	100
Out of County	750	
Out of State	250	
Foreign	250	

**TOTAL Projected # of Audience Attending:**

2500

**TOTAL Projected # Performing/Instructing:**

100

## 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)

Overnight lodging will be promoted by a page on our website. Advertising and social media will have links to that page. We are currently working with the Greater Miami and the Beaches Hotel Association in developing relationships with hotels. We are hoping to get special rates, but we will not be creating room blocks.

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

### 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:		
Year 2:		
Year 3:		

**TDC - Project Budget Summaries**

**Completed** - Oct 15 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:**

\$ 339500

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

**Organization Budget - Projected CASH Expenses:**

\$ 687500

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

\$ 30000

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

**TOTAL ORGANIZATION BUDGET - PROJECTED**

\$ 717500

**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:	436428
Organization Budget CASH Expenses - Current Year:	424928
Organization Budget IN-KIND Expenses - Current Year:	11500
TOTAL Organization Budget - Current Year:	436928

## 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 :	0
Organization Budget CASH Expenses - Completed Year :	416582
Organization Budget IN-KIND Expenses - Completed Year :	10000
TOTAL Organization Budget - Completed Year :	426582

## 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 Visitor and Convention Authority \$15,000 (22/23)

Miami Beach Visitor and Convention Authority \$75,000 (23/24)

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### 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

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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.

Department of Cultural Affairs Community Grant \$7,500

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

<b>ORGANIZATION NAME:</b>		MIAMI CENTER FOR ARCHITECTURE & DESIGN, INC		
<b>EXPENSES</b>	<b>Grant Dollars Allocated</b>	<b>+ Cash MATCH</b>	<b>= Total Cash</b>	<b>In-Kind</b>
Administration		\$40,000	\$40,000	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production		\$120,000	\$120,000	
Contracted/Outside Artistic Fees/Services		\$12,500	\$12,500	\$3,000
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/ Printing/Publications	\$25,000	\$50,000	\$75,000	\$25,000
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance	\$10,000	\$25,000	\$35,000	\$2,500
Travel: In County			\$0	
Travel: Out of County		\$3,000	\$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.		\$10,500	\$10,500	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$2,000	\$2,000	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops		\$2,500	\$2,500	
Supplies/Materials		\$1,000	\$1,000	
Other Expenses (Itemize Below)				
Accounting			\$0	\$2,500
Software		\$5,000	\$5,000	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$35,000	\$271,500	\$306,500	\$33,000
<b>TOTAL EXPENSES (Cash plus In-Kind)</b>	<b>\$339,500</b>			
<b>GRANT REQUEST</b>	<b>\$35,000</b>			

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

<b>ORGANIZATION NAME:</b>	MIAMI CENTER FOR ARCHITECTURE & DESIGN, INC			
<b>REVENUES</b>	<b>CASH</b>	<b>IN-KIND</b>	<b>% OF CASH REVENUES</b>	
Admissions			0%	
Memberships	\$5,000		2%	
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	\$75,000	\$25,000	24%	
Foundation Support	\$35,000		11%	
Private/Individual Support	\$5,000	\$5,000	2%	
Other Private Support: Special Event Proceeds	\$11,500		4%	
Government Grants: Federal (Itemize below)				
			0%	
			0%	
			0%	
Government Grants: State (Itemize below)				
			0%	
			0%	
			0%	
Government Grants: Local (Itemize below)				
Miami Beach VCA	\$50,000		16%	
Authority	\$50,000		16%	
Coral Gables Community	\$5,000		2%	
Trust (Direct Funding / Itemize below)				
			0%	
Revenues	\$5,000		2%	
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%	
TDC	\$30,000		10%	
			0%	
			0%	
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$271,500	\$30,000	11%	
GRANT REQUESTED	\$35,000			
REQUESTED	\$306,500			
TOTAL REVENUES (Cash plus In-Kind)	\$336,500	TOTAL IN-KIND %	10%	
BUDGET SUMMARY				Revenues minus Expenses All totals must = \$0
Cash Expenses	\$306,500	Cash Revenues	\$306,500	\$0
+ In-kind Expenses	\$33,000	+ In-kind Revenues	\$30,000	-\$3,000
<b>= TOTAL EXPENSES</b>	<b>\$339,500</b>	<b>= TOTAL REVENUES</b>	<b>\$336,500</b>	<b>-\$3,000</b>