

Application: Ruta Teatral, Inc. as fiscal agent for Mujeres Trending Corp

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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:

4B.3

Funding Quarter

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

Grant Amount Requested:

10000

Staff Recommendation:

\$ 5,000

Organization Name:

Ruta Teatral, Inc. as fiscal agent for Mujeres Trending Corp.

Project Title:

Go & Discover Yourself: Monólogos de la Vagina

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

Mar 27 2024

Primary Event Location:

Actor's play at the Miracle theatre

County Commission District - Primary Event Location:

6

Secondary Event Location:

Trail Theatre

County Commission District - Secondary Event Location:

6

Project Synopsis:

Funds are requested to support comprehensive marketing and advertising efforts for our Women's Month presentations of Go & Discover Yourself: Monólogos de la Vagina in Actor's Play at the Miracle theatre, along with our active participation in the III edition of Miami World Theatre Day Festival.

Previous TDC Funding:

N/A

Other Government Funding:

None

TDC - Project Description

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.

GO AND DISCOVER YOURSELF emerges as a formidable force with a distinct mission and unwavering objective. Rooted in a profound commitment to gender equality and women's empowerment, MUJERES TRENDING reverberates with the desire to bridge the gap between marginalized narratives and mainstream platforms. At the heart of their mission lies the determination to dismantle the restrictive molds society often casts women into. Through MUJERES TRENDING, they unearth stories that challenge societal norms, that give voice to the silenced, and that disrupt the comfort of conformity. This mission extends beyond the screen, transforming into a dynamic force that promises to amplify their reach and impact. Our intended audience for "The Vagina Monologues" (Numbering between 10 and 15, who breathe life into the monologues on stage) encompasses a wide spectrum of individuals who share an enthusiasm for the arts, cultural exploration, and discussions about important societal matters. We are keen on engaging a diverse community, especially those who are advocates for gender equality, women's empowerment, and meaningful narratives. Our production endeavors to transcend gender, age, and cultural boundaries, fostering enlightening conversations and igniting a call for positive transformation.

This exceptional production will grace the prestigious stages of MIRACLE THEATRE and Trail Theatre in Miami, coinciding with the Women's Month festivities. The performance features esteemed Mexican artists such as Lucía Méndez, Lorena Herrera, and Roxana Castellanos, adding a touch of star power to this empowering event. "Monólogos de la Vagina" is not just a show; it's an immersive experience that promotes women's empowerment, gender equality, and the celebration of diverse female voices. This event has a proven track record of success, having previously completed a triumphant tour to 16 cities across the United States, where audiences filled the theaters to capacity. As per the newspaper CRONICA, the show "continues to be as relevant, if not more so, than when it was first premiered." Our participation in the Miami World Theatre Day Festival, an event with free admission, is another highlight of our Women's Month celebration. This festival attracts a significant audience, contributing to the local economy by encouraging cultural engagement. While we anticipate a substantial turnout of the local community, we also expect to draw visitors from outside the region due to the reputation of "Monólogos de la Vagina" and the magnetic appeal of the artists involved. This event represents a fusion of culture, art, and empowerment, serving as a testament to the resilience and diversity of women's experiences. It not only offers powerful entertainment but also fosters discussions and reflections on critical gender-related issues. By attracting both local and visiting audiences, "Monólogos de la Vagina" contributes to the vibrancy of Miami's cultural scene while stimulating the local economy.

This project, "The Vagina Monologues," embodies a vibrant cultural and artistic experience that deeply resonates with both the audience and the artists involved. Lasting approximately 60 minutes, the performances are a celebration of cultural diversity and a platform for fostering profound connections within the community.

Culturally, the production showcases a rich tapestry of narratives, each lasting about 60 minutes, delving into the experiences, challenges, and triumphs of women from diverse backgrounds and walks of life. These monologues

provide a window into the complex and multifaceted lives of women, emphasizing the intersecting layers of their identities. Lasting approximately 60 minutes each, these monologues cover a wide spectrum of cultural, social, and economic contexts that shape women's lives. By presenting these stories on stage, we invite the audience to engage with the diverse cultural perspectives portrayed, encouraging dialogue about cultural differences, gender equality, and the importance of inclusivity. Our commitment to community engagement extends beyond the stage. Prior to each performance, we host interactive discussions and workshops that allow the audience to explore the themes presented in the monologues. These sessions, lasting approximately 60 minutes, provide a space for community members to share their own experiences, engage in thought-provoking conversations, and contribute to a more inclusive and empathetic society.

With a team of dedicated artists, personnel, and technical experts, the organization ensures that the production maintains a high level of artistic quality and resonates with audiences on both emotional and intellectual levels. The County's investment in this project extends beyond the stage. The "Vagina Monologues" will be accompanied by various educational and outreach activities that facilitate meaningful dialogues and engage the community in discussions around gender, culture, and societal norms.

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).

The cornerstone of this strategy is a diverse and engaging content approach. It encompasses a blend of content types to resonate with the target audience's experiences and aspirations:

Engagement Posts: Regular shares of relatable posts that echo the challenges and triumphs faced by women, fostering a sense of connection and camaraderie.

Behind-the-Scenes Insights: Glimpses into the lives of the "Mujeres Trending" team, revealing their dedication, struggles, and authenticity. This humanizes the initiative, making it relatable and approachable.

User-Generated Content: Encouraging followers to share their stories, artwork, and thoughts related to women's empowerment. Reposting and celebrating user-generated content creates a sense of community and inclusivity.

Teasers: Generating excitement for upcoming events, such as podcast episodes or theater performances, through teaser clips, images, and thought-provoking quotes.

Local Artist Collaborations: Forging alliances with local influencers who align with the initiative's values, thereby expanding its reach and credibility.

Motivational Mondays: Sharing empowering quotes and stories to kickstart the week with positivity.

Podcast Fridays: (Mujeres Trending Podcast) Releasing engaging podcast episodes on Fridays, inviting audiences to join in thoughtful conversations.

Hashtags: Introducing distinctive hashtags that encapsulate the spirit of "Mujeres Trending," enabling followers to contribute to the conversation.

Visual Consistency: Establishing a consistent visual theme with a unified color palette, typography, and design elements to create a recognizable brand identity.

Targeted Ads: Utilizing platforms' advertising features to create targeted ads that resonate with specific demographics, ensuring content reaches those most likely to engage.

"Mujeres Trending" embarks on a journey of empowerment and change through a comprehensive social media marketing strategy. By skillfully leveraging the power of social media platforms, this initiative amplifies women's voices, fosters a sense of community, and contributes to the broader narrative of gender equality and empowerment. Through careful curation, engagement, and continuous adaptation, "Mujeres Trending" not only shares stories but also paves the way for a more inclusive and empowered future for women.

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.*

Specific radio and television stations committed as media sponsors to covering the event "Monólogos de la Vagina" in collaboration with Mujeres Trending include:

1. Univisión: A prominent Spanish-language television network known for its wide-reaching Hispanic audience.
2. Televisa: A major Mexican multimedia company with a substantial international presence, contributing to event coverage and promotion.
3. CRONICA: A well-established newspaper providing print and digital media coverage, offering in-depth reporting on the event.
4. Diario Las Américas: A leading Spanish-language newspaper based in Miami, dedicated to covering and promoting cultural events.
5. Mujeres Trending Podcast: The organization's podcast will actively engage its audience and contribute to event promotion.

These media sponsors play a crucial role in generating extensive press coverage and promoting "Monólogos de la Vagina," amplifying the event's reach and impact within the Hispanic community and beyond.

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?

The estimated number of people we hope to reach through electronic media, including radio, television, websites, and social media, was determined based on the comprehensive marketing plan and promotional efforts outlined in the Marketing Detail. These efforts involve leveraging the support of media sponsors such as Univisión, Televisa, CRONICA, Diario Las Américas, and Mujeres Trending Podcast, as well as strategic online advertising campaigns and active engagement with the organization's social media platforms. Additionally, the participation in the Miami World Theatre Day Festival with free admission is expected to draw a substantial local and visiting audience. Considering these elements and the significant appeal of the event, we anticipate reaching an estimated audience of one million people.

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):

1200

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

15

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	500	4
Out of County	500	3
Out of State	50	1
Foreign	150	7

TOTAL Projected # of Audience Attending:

1200

TOTAL Projected # Performing/Instructing:

15

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)

In our ongoing negotiations for lodging, we are currently in talks with Hotel Aloft Miami Brickell, among other hotels in the Miami-Dade County area. Our objective is to provide event attendees with special rates and convenient accommodations, enhancing their overall experience. To promote lodging at Hotel Aloft Miami Brickell and other participating hotels, we will employ targeted marketing strategies through various channels. This includes leveraging our website, social media platforms, and event communications to highlight the exclusive rates and benefits offered to attendees. The determination of the number of room nights booked/blocked is contingent upon the finalization of negotiations and the anticipated demand from event attendees. As seen in our past experience during the national tour, we contributed to more than 22 hotels, ensuring a broad range of options for our audience.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:		
# of hotel room nights anticipated to be booked:	5	
Actual number of hotel room nights used last year:	15	

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:	15	Hotel Aloft Miami Brickell
Year 2:		
Year 3:		

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:

\$ 10000

Total Project Budget Expenses - Projected:

\$ 74000

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

Organization Budget - Projected CASH Expenses:

\$ 70000

Organization Budget - Projected IN-KIND Expenses:

\$ 4000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 60000

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

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 :	85000
Organization Budget CASH Expenses - Completed Year :	80000
Organization Budget IN-KIND Expenses - Completed Year :	5000
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?

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.

This project, "Monólogos de la Vagina," is listed under the Community Grant program as part of our season description. We have applied for the Community Grant to cover specific expenses related to this project. However, it's important to note that in this application to TDC (Tourist Development Council), we are seeking funding specifically for advertising and marketing purposes to enhance the tourism impact of the event.

The Department of Cultural Affairs grant will cover expenses related to artist honorariums and space rental for the event, allowing us to ensure a high-quality production and engage talented artists. In this application to TDC, we are focusing on securing funds to effectively promote and market the event, attracting a broader audience and contributing to the local tourism landscape.

ORGANIZATION NAME:	MUJERES TRENDING			
EXPENSES	Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration		\$3,000	\$3,000	
In-house/Salaried Personnel: Artistic			\$0	
Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services		\$10,000	\$10,000	
Contracted/Outside Other Fees/Services		\$15,000	\$15,000	
Printing/Publications	\$5,000	\$8,000	\$13,000	\$1,000
Marketing: Postage/Distribution			\$0	
Support/Maintenance	\$5,000	\$2,000	\$7,000	
Travel: In County			\$0	
Travel: Out of County		\$1,000	\$1,000	
Equipment Rental			\$0	
Exhibitions, Events, etc.		\$7,000	\$7,000	
Equipment Purchase			\$0	
Exhibitions, Events, etc.			\$0	
Space Rental			\$0	
Exhibitions, Events, etc.		\$13,000	\$13,000	\$2,000
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Events, etc.		\$1,000	\$1,000	\$1,000
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials			\$0	
(Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$10,000	\$60,000	\$70,000	\$4,000
(Cash plus In-Kind)	\$74,000			
GRANT REQUEST	\$10,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			

ORGANIZATION NAME:	MUJERES TRENDING		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions			0%
Memberships			0%
Tuitions/Enrollment Fees			0%
Outside Programs/Performances	\$25,000		36%
Special Exhibition Fees			0%
Other			0%
Rental Income			0%
Corporate Support	\$10,000		14%
Foundation Support			0%
Private/Individual Support	\$25,000	\$4,000	36%
Special Event Proceeds			0%
(Itemize below)			0%
			0%
			0%
(Itemize below)			0%
			0%
			0%
(Itemize below)			0%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Revenues (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
(Itemize below)		0%	
		0%	
		0%	
		0%	
		0%	
(Itemize below)		0%	
		0%	
		0%	
		0%	
			Total Cash Revenues:
SUBTOTALS	\$60,000	\$4,000	14%
GRANT REQUESTED	\$10,000		
REQUESTED	\$70,000		
TOTAL REVENUES (Cash plus In-Kind)	\$74,000	TOTAL IN-KIND %	6%

BUDGET SUMMARY				All totals must = \$0
Cash Expenses	\$70,000	Cash Revenues	\$70,000	\$0
+ In-kind Expenses	\$4,000	+ In-kind Revenues	\$4,000	\$0
= TOTAL EXPENSES	\$74,000	= TOTAL REVENUES	\$74,000	\$0