

Application: GMP Live, LLC

Gideon Plotnicki - gideonplotnicki@gmplive.net
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

ID: TDC-0000000321

Last submitted: Aug 20 2021 05:21 PM (EDT)

Labels: 2021-2022, First Quarter, Technical Review, FY 21-22 Q1 Applicant, Corrections Ready, Request Approved, TDC - Corrections Submitted

TDC Panel Review Form

Completed - Sep 8 2021 - Hidden from applicant

TDC Panel Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY2021-2022 Tourist Development Council - First Quarter

(October 1 - December 31)

AGENDA ITEM:

4C.1

Grant Amount Requested:

35000

Subcommittee Recommendation:

\$ 15,000

Organization Name:

GMP Live LLC

Project Title:

North Beach Music Festival

Project Type / Category:

Special Events / Promotions

Funding Category:

First Time

Corporate Status:

Organization – For Profit

Date(s) of Event(s):

December 10th, 2021 - December 11, 2022

Primary Event Location:

Bandshell Park

County Commission District - Primary Event Location:

4

Secondary Event Location:

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support the inaugural North Beach Music Festival. The two-day event will be located in Bandshell Park in Miami Beach, FL on December 10th & 11th, 2021. The festival will feature a talented lineup of nationally touring musical acts in the funk, rock, jam, and jazz genres performing in front of 1,800+ people per day.

Previous TDC Funding:

N/A

Other Government Funding:

N/A

Note: Miami Beach Funding - Applications for this grant have not yet opened. GMP Live has been in communication with the Miami Beach VCA and intends to apply for a grant when applications open in August 2021.

TDC CULTURAL GRANTS PROGRAM APPLICATION FORM

Completed - Aug 20 2021

TDC Grant Program

Organization Name:

GMP Live LLC

1. State the organization's mission

GMP Live is a curator, producer & promoter of music events in South Florida, New York City, and New Orleans. Their goal is to create high-quality concerts and festivals featuring top-notch artists, and to create fond, lasting memories for our audience and extended community.

2. Provide an organization history

GMP Live was founded in 2019 to create high-quality live music experiences across the country. GMP Live has organized and promoted concerts at the North Beach Bandshell in Miami Beach and at Oak Garden in Miami. GMP Live provides talent buying and curating services for the Hollywood ArtsPark Experience in Hollywood, FL. The company also produces a large, multi-week concert series in New Orleans, LA each year in late Spring. GMP Live is the producer of 'Brooklyn Comes Alive', which will return in September 2021 after having been postponed since March 2020 due to the COVID-19 pandemic.

3. Website:

gmplive.net

4. Number of Employees:

TOTAL PAID EMPLOYEES (field c.) and TOTAL STAFF (field e.) are self-calculating fields; do NOT enter totals in these fields.

a. Full-time employees:	01
b. Part-time employees:	0
c. TOTAL PAID EMPLOYEES:	1
d. Number of volunteers:	0
e. TOTAL STAFF (total paid + number of volunteers):	1

5. Project Type/Category *(Required)*

Special Events / Promotions

6. Funding Category

First Time

7. Funding Year

1st

MAXIMUM REQUESTS:

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$100,000 may request up to \$10,000

Division C - Total Project Budget above \$100,001 - \$250,000 may request up to \$25,000

Division D - Total Project Budget above \$250,000 may request up to \$35,000

For more information, please refer to the TDC's Guidelines.

8. Check the division that corresponds to your TOTAL PROJECT BUDGET:

Division D: \$250,001 or more (max. request of \$35,000)

8a. Grant Amount Requested:

\$ 35000

9. Project Title:

North Beach Music Festival

10. Briefly describe your proposed season/programs in two or three short sentences, beginning with "Funds are requested to support...":

Funds are requested to support the inaugural North Beach Music Festival. The two-day event will be located in Bandshell Park in Miami Beach, FL on December 10th & 11th, 2021. The festival will feature a talented lineup of nationally touring musical acts in the funk, rock, jam, and jazz genres performing in front of 1,800+ people per day.

10a. Actual Project Start Date:

Dec 10 2021

10b. Actual Project End Date:

Dec 11 2021

10c. Project Start/End Date(s):

Enter the full month, date(s) and year of project activity (ex. December 9, 2016 or February 2, 12, 22 & March 6, 12, 30, 2017).

December 10th, 2021 - December 11, 2021

10.d. Was this project funded by the TDC in the previous fiscal year?

No

11. Total Project Expenses:

\$ 422742

12. Total Project Revenues:

\$ 422742

13. Total Organization Operating Budget:

\$ 637000

14. Culture Shock Miami and Golden Ticket Participation:

a. Does your organization participate in the Department of Cultural Affairs' Culture Shock Miami Discount Tickets for Youth Program?

No

a2. Describe the barriers to participating or increasing your allotment to the Culture Shock Miami program.

GMP Live has not previously participated in the Culture Shock Miami Discount Tickets for Youth Program. Due to the COVID-19 pandemic and limited capacities for live music events, it was impossible to offer any discounted tickets. For future events, including this one, GMP Live is open to participating by providing a small allotment for heavily discounted youth tickets.

b. Does your organization participate in the Department of Cultural Affairs' Golden Ticket Program?

No

b2. Describe any barriers to participating or increasing your allotment to the Golden Ticket program.

GMP Live has not previously participated in the Golden Ticket Program. Due to the COVID-19 pandemic and limited capacities for live music events, it was impossible to offer any free tickets. For future events, including this one, GMP Live is open to participating by providing a small allotment of free tickets for seniors.

15. Participation

a. Numbers of Children/Youth/Young Adults to be Served:

Estimate the total numbers of children / youth / young adults that will be attending, participating, and / or performing in your program activities per age group:

NOTE:

1. "TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS" is a self-calculating field; do NOT enter totals.

2. Do not enter commas for all sections below (enter this: 1000; not this: 1,000)

# of Infants / Preschoolers (Ages 0-5):	4
# of Children (Ages 6-12):	4
# of Youth (Ages 13-17):	4
# of Young Adults (Ages 18-22):	200
TOTAL # OF CHILDREN/YOUTH/YOUNG ADULTS:	212

b. Number of Adults to be Served (adults ages 23 and over):

i. Estimate the total number of adults expected to attend the funded activities. Audience / Attending:	1788
ii. Estimate the total numbers of adults expected to perform/instruct the funded activities, such as artists, cast members, teachers/lecturers, etc. Performing / Instructing:	80

TOTAL PARTICIPATION (includes all children/youth/young adults and all adults 23 and over):

This is a self-calculating field; do NOT enter totals

2080**c. Numbers of Individuals with Disabilities:**

Out of the numbers of individuals above, estimate the numbers of individuals with disabilities to be served per age group

# of Children/Youth with Disabilities (Ages 0-17):	0
# of Young Adults with Disabilities (Ages 18-22):	2
# of Adults with Disabilities (Ages 23 and above):	5

Accessibility

Applicants to the Miami-Dade County Department of Cultural Affairs' grants programs are obligated to comply with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended. These laws prohibit discrimination against individuals with disabilities, and require effective communication and reasonable accommodations for individuals with disabilities to attend and participate in funded programs open to the public.

[For more information and resources, visit the Miami-Dade County Department of Cultural Affairs ADA/Accessibility webpage.](#)

By checking this box, you acknowledge that your organization abides by these laws and provides individuals with disabilities:

- Equal opportunity to benefit from all of your programs, activities and services;
- Reasonable modifications to policies, practices and procedures;
- Reasonable accommodations; and
- Effective communication

Responses Selected:

Yes, I acknowledge that our organization abides by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended.

TDC - Project Description

Completed - Aug 20 2021

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 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.

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) WHO are the principal competitors, artists, and target audiences involved in the project? **(Sports Organizations ONLY)**
- 8) HOW will TDC funding enhance your project's tourism attractiveness?
 - a. Are other organizations involved in the project's production and, if so, who?
 - b. 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 narrative form.

The proposed project is the "North Beach Music Festival," a two-day Festival of live music and experiential art installations on December 10th and 11th, 2021 at the North Beach Bandshell in Miami Beach, FL. The Festival will be presented by GMP Live, a promotion and production company based in Miami-Dade County with a proven track record of planning and executing live music concerts and events across the country. The founder, Gideon Plotnicki, is a Miami resident who is fully invested in bringing live

music events and attracting artists to South Florida. GMP Live has local partners and collaborators and has been a part of the South Florida live music community since establishing in 2019.

The Festival is a first-year cultural event that will feature live music in the Jam Band, Funk, Rock and Jazz genres. The 'jam band' music scene taps into an expansive musical universe that encompasses rock, jazz, funk and electronica - all united by a common love of improvisation and musicianship. This Festival will feature a selection of nationally recognized artists to launch a signature annual event. The lineup will also feature unique artist collaborations, and showcase local artists and musicians. The Festival is a ticketed event with prices between \$135-\$170 for a 2-day general admission ticket and 1-day tickets will be \$80-\$90.

The Festival builds upon momentum that the organizers have built with their successful events in other markets around the country, which include Brooklyn Comes Alive and the 'Fest by Nite' late-night series during the New Orleans Jazz & Heritage Festival. The Festival connects Miami into an established network of passionate music fans, media and touring. The Festival will attract tourists to Miami-Dade County by programming top-shelf talent who have a proven track record of drawing audiences. These bands typically have dedicated fan bases who consider music destination events an important part of their tourism plans. The event offers travel packages that provide tickets and lodging at local hotels for fans who will travel in for the Festival. Furthermore, this event will be appealing to audiences who are looking for a boutique experience. Fans will be attracted to the venue's proximity to the beach, and the hotel and restaurant amenities of North Beach.

The Festival anticipates audiences of 1,500+ people per day. A marketing campaign began with the Festival announcement and will continue throughout the event. The Festival has contracted The Miami Herald to launch a digital marketing campaign which includes generating geo targeted and banner ads on their various digital properties. Additionally, the Festival will work with national media companies, such as Live For Live Music, Jambase, and Relix Magazine. The Festival has hired a professional publicist to ensure coverage in various publications. The Festival will produce video advertising campaigns, as well as radio mentions on local and satellite stations. The Festival intends to have local media and hotel partners and will be utilizing at least 100 hotel room nights in Miami Beach and currently has contracts with the South Beach Hotel Group, Hampton Inn Miami Beach, and the Hilton Garden Inn Miami South Beach.

The event will take place on a weekend that is typically a "down" weekend in South Florida. Art Basel Miami Beach/ Miami Art Week is the weekend before, and this event may extend visitor stays from this busy weekend. The Festival will also serve as a 'tourism satisfier', bringing nationally recognized artists

to the City, and providing a quality cultural experience for visitors already in town. It helps to cement Miami Beach's position as a dynamic cultural destination.

TDC funds will support the production and marketing budgets for this Festival launch, and provide a stronger platform for the Festival to grow into a signature annual event. The Festival budget includes top-class staging, lighting and sound, as well as innovative art installations throughout the venue. The Rhythm Foundation is a partner organization in this Festival launch. The Miami Beach-based non-profit organization manages the North Beach Bandshell for the City of Miami Beach. They will provide production and marketing support, as well as serve as a liaison for city services.

The Festival was conceptualized during the COVID-19 Pandemic. Talent curation began in March 2021 and the event was announced in early August. Tickets have been on sale, and the ticketing platform is gathering audience demographics. In December 2021, there will be Festival load in activities, followed by the Festival production itself. After the Festival there will be a Festival recap period, where organizers will review the data that has been collected to determine strengths and weaknesses to help plan for the next year's event and where improvements can be made. Milestones include ticket sales, and a review of all aspects of production and promotion.

TDC - Marketing Details

Completed - Aug 20 2021

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 strategy for the Festival will be a multi-pronged approach. GMP Live has built up an email database of local and national music fans from events produced in South Florida, Denver, New York and New Orleans and will use this database to advertise the event. Digital marketing will be the foundation of the strategy, with a focus on Facebook, Instagram Youtube, and geo targeted banner ads. The marketing efforts will be ongoing from the event's announcement on August 6, 2021 until the Festival is over, with

frequent engagement on all Social Media channels. These marketing efforts will target fans of Funk, Jam Bands, Classic Rock, and Jazz music genres throughout the state of Florida, as well as in markets such as New York City and the surrounding area, Denver, Boulder, Chicago, and New Orleans, with a focus on ages 25-60.

The Festival will utilize a mixture of national and regional media companies such as The Miami Herald, Live for Live Music, Jambase, Relix Magazine, Culture Crusaders, and Miami New Times. The Festival offers VIP experiences and travel packages that encourage tourism by offering limited edition merchandise and special access to any pre-party or associated events. The Festival has already contracted The Miami Herald to launch a two-pronged, wide reaching digital marketing campaign. This includes generating geo targeted ads and banner ads on their various digital properties to appeal to a regional audience.

The event has hired a professional publicist with live music event experience to attract press coverage on a national and local level. The Festival will produce video advertising campaigns, as well as radio commercials and mentions on local and satellite radio stations. The Festival will engage with the Greater Miami Convention and Visitors Bureau for collaboration and marketing opportunities.

The Festival intends to work with local music partners such as Technique Records, Sweat Records, Lucky Records, Jazz Memes, and Brotherly Love Productions to market the event to a broader music audience. In addition, the Festival team will organize street teaming efforts in Miami-Dade and Broward counties to promote the event. The Festival will collaborate with its artists to create unique content on social media that will attract fans to purchase tickets to the event. Additionally, art installations will be opportunities for memorable fan experiences and will create impressionable moments that will be shared on social media.

2. Identify specific radio and/or television stations committed as media sponsors to covering this event. *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.*

There are no radio and/or television stations currently committed as media sponsors, but the event is working on building those relationships that are pending at the time of this grant submission. Some goal radio station partners include local radio stations WDNA, WLRN, and WVUM.

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):

7000000

3a. How was the above estimate determined?

This estimate was based on proposals received from media companies that the North Beach Music Festival intends to work with.

TDC - Tourism Impact Narratives

Completed - Jul 12 2021

TDC - Tourism Impact Narratives

1. Describe the event's potential for direct measurable international, national and countywide tourism impact and why you think it will increase visitation to Miami-Dade County. In addition, explain how TDC funding will help you enhance your project's tourism impact.

The event has a strong potential to impact international, national, and countywide tourism. The genres of music featured at this event attract dedicated fans who are in search of unique and community-based live music experiences. A post-event survey will be sent by email to all ticket purchasers to collect measurable data that will help determine whether visitors will return to Miami-Dade County for this event or other related events in the future.

TDC funding will support production and marketing budgets for this first year Festival launch, and provide a stronger platform for the Festival to grow into a signature annual event. The Festival budget includes top-class staging, lighting and sound, as well as innovative art installations throughout the venue. TDC funding allows for maximum exposure and a further reach of audiences.

2. Describe how your organization will evaluate the success and tourism impact of the project. Include anticipated attendance figures, including the number of tourists estimated to attend, special constituencies served, and achievement of objectives and other applicable performance indicators.

The North Beach Music Festival will evaluate the success and tourism impact of the project by reviewing analytics provided by the Festival's ticketing platform. Specifically, looking at attendees who travel from outside of the state and/or the region. Distant travelers will be considered to have an impact on tourism, since they are likely to have the most impact contributing to the local economy in Miami Beach and throughout Miami-Dade County.

The event will use this info to synthesize the data and lead to a more targeted approach in future years. Furthermore, the event will be considered a success from a tourism perspective if most or all of the Festival's travel packages are sold, and if any affiliated hotels that offer discount codes as part of their partnership are used with frequency.

The Festival anticipates 1500+ fans to attend each day and estimates approximately 75% of attendees will be from outside of Miami-Dade County, with 50% of attendees coming from outside of the Tri-County area.

3. How do you determine if the project is a primary or secondary reason for visitation to Miami-Dade County?

Using data and analytics collected from fans at the time of purchasing tickets, the Festival will be able to determine how many people are using this event as a primary anchor for tourism to Miami-Dade County. A survey or question can also be added to the ticket buying process to collect additional data.

4. Describe your organization's previous experience(s) in producing this or a comparable event:

GMP Live has previously produced the Brooklyn Comes Alive Music Festival in Brooklyn, NY, which took place from 2015-2018, and was set to take place in March 2020 before the COVID-19 Pandemic caused a postponement to September 2021. Brooklyn Comes Alive has sold between 1400-2000 tickets each year, and was on pace to sell 3500+ in 2020 before its postponement. GMP Live's principal, Gideon Plotnicki, was a producer of the event from 2016-2018 before founding GMP Live, which then licensed the 'Brooklyn Comes Alive' brand for a three-year term starting in 2020. Plotnicki also curated and produced "The Big Melt", a one-day event in Denver, CO that sold 2000+ tickets.

TDC - Tourism Impact Projections

Completed - Aug 20 2021

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):

2000

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

80

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	7
Out of County	1000	4
Out of State	480	69
Foreign	20	

TOTAL Projected # of Audience Attending:

2000

TOTAL Projected # Performing/Instructing:

80

Participating Hotels | Room Blocks

In this section, please describe/provide:

- **How will overnight lodging be promoted to visitors attending the event**
- **A list of participating hotels;**
- **Number of room nights booked at each hotel;**
- **A brief explanation as to 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)**

North Beach Music Festival will have a robust hotel program for performing artists, staff, laborers, and fan travel packages. The festival has contracted 475 room nights at several hotels in the area, and expects to utilize 225 of those over the course of the event. The festival has held the following room nights at the following hotels in Miami Beach:

Seaside All Suites Hotel - 80

Waterside Hotel - 55

Oceanside Hotel + Suites - 175

Hampton Inn Miami Beach - 90

Hilton Garden Inn - 75

Travel packages are being advertised on the festival's website and social media platforms.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	475	
# of hotel room nights anticipated to be booked:	215	
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

	Room Nights Contracted
Guaranteed Room Blocks:	
Courtesy Room Blocks:	475

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 = 2020-2021
- YEAR 2 = 2019-2020
- YEAR 3 = 2018-2019

	Name(s) of Participating Hotels	Number of Hotel Room Nights Booked for Each Hotel Reported
Year 1:	South Beach Hotel Group (Seaside All Suites Hotel, Waterside Hotel, Oceanside Hotel + Suites), Hampton Inn Miami Beach - Mid Beach, Hilton Garden Inn Miami South Beach	Seaside Hotel - 80 Waterside Hotel - 55 Oceanside Hotel - 175 Hampton Inn Miami Beach - 90 Hilton Garden Inn - 75
Year 2:		
Year 3:		

TDC - Project Budget Summaries

TDC - Project Budget Summaries

Project and Operating Budget Summaries

- Completed Year = 2019-2020 or calendar year 2020
- Current Year = 2020-2021 or calendar year 2021
- Projected Year = 2021-2022 or calendar year 2022

Grant Amount Requested - Projected:

\$ 35000

Total Project Budget Expenses - Projected:

\$ 422742

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

Organization Budget - Projected CASH Expenses:

\$ 637000

Organization Budget - Projected IN-KIND Expenses:

\$ 0

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 637000

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:	180982
Organization Budget IN-KIND Expenses - Current Year:	0
TOTAL Organization Budget - Current Year:	180982

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 :	12500
Organization Budget IN-KIND Expenses - Completed Year :	0
TOTAL Organization Budget - Completed Year :	12500

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.

Major One-Time Special Event grant, \$45,000

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

Performance Venue Locations and District Numbers

Completed - Jul 11 2021

Performance Venue Locations and District Numbers

Enter the Miami-Dade County Commission district number and municipality code for each venue(s) your organization intends to use for the proposed program(s).

Enter information for activities taking place in Miami-Dade County **ONLY**.

For activities presented virtually, enter the physical address from where the activity was presented.

-
- Click [here](#) to find your County Commission District and Municipality Codes: <https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>
 - Click [here](#) to find your State House and State Senate district codes (for primary performance venue only): https://openstates.org/find_your_legislator/
-

Primary Performance Venue #1:

This should be the venue where the **majority of your programs/performances will take place.*

Primary Venue Name - #1	Bandshell Park
Address - venue #1	7275 Collins Ave
City - venue #1	Miami Beach
State - venue #1	Florida
Zip Code - venue #1	33141
MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	4
MUNICIPALITY CODE:	02 Miami Beach
STATE SENATE (UPPER) DISTRICT NUMBER:	38
STATE HOUSE (LOWER) DISTRICT NUMBER:	113
Are/were activities presented virtually from this location, in whole or in part?	NO

Secondary Venue #2

Secondary Venue Name - #2	(No response)
Address - venue #2	(No response)
City - venue #2	(No response)
State - venue #2	(No response)
Zip Code - venue #2	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #2	(No response)
MUNICIPALITY CODES - venue #2	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Venue #3

Venue Name - #3	(No response)
Address - venue #3	(No response)
City - venue #3	(No response)
State - venue #3	(No response)
Zip Code - venue #3	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #3	(No response)
MUNICIPALITY CODES - venue #3	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Venue #4

Venue Name - #4	(No response)
Address - venue #4	(No response)
City - venue #4	(No response)
State - venue #4	(No response)
Zip Code - venue #4	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #4	(No response)
MUNICIPALITY CODES - venue #4	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Venue #5

Venue Name - #5	(No response)
Address - venue #5	(No response)
City - venue #5	(No response)
State - venue #5	(No response)
Zip Code - venue #5	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #5	(No response)
MUNICIPALITY CODES - venue #5	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

- Click [here](https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx) to find your County Commission District and Municipality Codes:
<https://gisweb.miamidade.gov/addresssearch/AddressSearch.aspx>

Venue #6

Venue Name - #6	(No response)
Address - venue #6	(No response)
City - venue #6	(No response)
State - venue #6	(No response)
Zip Code - venue #6	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #6	(No response)
MUNICIPALITY CODES - venue #6	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Venue #7

Venue Name - #7	(No response)
Address - venue #7	(No response)
City - venue #7	(No response)
State - venue #7	(No response)
Zip Code - venue #7	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #7	(No response)
MUNICIPALITY CODES - venue #7	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Venue #8

Venue Name - #8	(No response)
Address - venue #8	(No response)
City - venue #8	(No response)
State - venue #8	(No response)
Zip Code - venue #8	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #8	(No response)
MUNICIPALITY CODES - venue #8	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Venue #9

Venue Name - #9	(No response)
Address - venue #9	(No response)
City - venue #9	(No response)
State - venue #9	(No response)
Zip Code - venue #9	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #9	(No response)
MUNICIPALITY CODES - venue #9	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Venue #10

Venue Name - #10	(No response)
Address - venue #10	(No response)
City - venue #10	(No response)
State - venue #10	(No response)
Zip Code - venue #10	(No response)
MIAMI-DADE COUNTY COMMISSION DISTRICT CODES - venue #10	(No response)
MUNICIPALITY CODES - venue #10	(No response)
Are/were activities presented virtually from this location, in whole or in part?	(No response)

Enter Miami-Dade County Commission district, municipality, State House and State Senate district codes for the organization's principal office address (street addresses only, no post office boxes).

Applies to applicants with a primary office in Miami-Dade County only.

MIAMI-DADE COUNTY COMMISSION DISTRICT CODE:	(No response)
MUNICIPALITY CODE:	(No response)
STATE SENATE (UPPER) DISTRICT NUMBER:	(No response)
STATE HOUSE (LOWER) DISTRICT NUMBER:	(No response)

Projected Expenses and Revenues

Completed - Aug 20 2021

Enter the expenses and revenues information in the Projected Expenses and Revenues template. [Click here to download the Project Expenses and Revenues Template.](#)

INSTRUCTIONS:

1. Click the link above to download the Projected Expenses and Revenues template.
2. Complete BOTH the "EXPENSES" and "REVENUES" tabs (tab labels are found at the bottom of the page).
3. Save the completed budget as an EXCEL file and UPLOAD it to this form. Keep a copy for your files.

To upload a file:

1. Click "Show Accepted Formats" to check file formats allowed on the page
2. Click ATTACH FILE
3. Select the file from your computer hard drive

Once file is uploaded to the form, users have the option to EDIT, PREVIEW, REMOVE or DOWNLOAD by clicking the ellipsis [...] on the upper right hand side of the file. For questions, please contact your Grants Administrator.

[NBMF_ProjExpandRev \(1\)](#)

Filename: NBMF_ProjExpandRev_1.xlsx Size: 19.5 kB

Projected Expenses/Revenues Summary

Completed - Aug 20 2021

Projected Expenses/Revenues Summary

Based upon the Projected Expenses and Revenues Budget uploaded in the previous task, RE-ENTER the same amounts from the TOTAL CASH column (column D) for the projected expenses categories below.

EXPENSES

In-house/Salaried Personnel: Administration	69245
In-house/Salaried Personnel: Artistic	0
In-house/Salaried Personnel: Technical/Production	0
Contracted/Outside Artistic Fees or Services	140000
Contracted/Outside Other Fees or Services	63137
Marketing: ADV/PR/Printing/Publications	23800
Marketing: Postage/Distribution	0
Marketing: Web Design/Support/Maintenance	6600
Space Rental / for Performance, Exhibitions, Events, etc.	27000

Based upon the Projected Expenses and Revenues Budget uploaded in the previous task, RE-ENTER the same amounts from the CASH column (column B) for the projected revenue categories below.

REVENUES

Admissions	333780
Memberships	0
Corporate Support	0
Foundation Support	0
Private/Individual Support	0
Government Grants: Federal	0
Government Grants: State	0
Government Grants: The Children's Trust	0

TDC - Project Budget In-kind Sources

Completed - Aug 20 2021

TDC - Project Budget In-kind Sources

Project Budget In-kind Sources - Revenues

Corporate Support:	0
Private/Individual Support:	0
Other Revenues:	0
TOTAL IN-KIND REVENUES:	0

Describe the in-kind source/donor for each category above, if applicable:

CORPORATE SUPPORT:

N/A

PRIVATE/INDIVIDUAL SUPPORT:

N/A

OTHER REVENUES:

N/A

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Table 1

ORGANIZATION NAME: GMP Live		GMP Live, LLC		
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel: Administration		\$69,245	\$69,245	
In-house/Salaried Personnel: Artistic		\$0	\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services	\$12,000	\$128,000	\$140,000	
Contracted/Outside Other Fees/Services		\$63,137	\$63,137	
Marketing: ADV/PR/Pringing/Publications	\$8,000	\$15,800	\$23,800	
Marketing: Web Design/Support/Maintenance		\$6,600	\$6,600	
Travel: In County		\$1,000	\$1,000	
Travel: Out of County			\$0	
Equipment Rental		\$0	\$0	
Equipment Rental / for Performance, Exhibitions, Events, etc.		\$49,700	\$49,700	
Equipment Purchase		\$0	\$0	
Equipment Purchase / for Performance, Exhibitions, Events, etc.		\$0	\$0	
Space Rental		\$0	\$0	
Space Rental / for Performance, Exhibitions, Events, etc.	\$15,000	\$12,000	\$27,000	
Mortgage/Loan Payments		\$0	\$0	
Insurance		\$0	\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$1,000	\$1,000	
Utilities		\$2,500	\$2,500	
Fundraising/Development (Non-Personnel)		\$0	\$0	
Merchandise/Concessions/Gift Shops		\$2,000	\$2,000	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
Hotels		\$25,000	\$25,000	
Photography		\$1,000	\$1,000	
Performing Rights Organization Fees		\$760	\$760	
Hospitality		\$10,000	\$10,000	
			\$0	
SUBTOTALS:	\$35,000	\$387,742	\$422,742	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$422,742			
GRANT REQUEST	\$35,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			
Total Projected Administrative Expenses (Cash plus In-Kind)	\$71,745			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	GMP Live, LLC			
REVENUES	CASH	IN-KIND	% OF CASH REVENUES	
Admissions	\$333,780		79%	
Ticketing Fees	\$16,867		4%	
Travel Packages	\$16,595		4%	
Vending	\$15,000		4%	
Government Grants: Federal (Itemize below)				
			0%	
			0%	
			0%	
Government Grants: State (Itemize below)				
			0%	
			0%	
			0%	
Government Grants: Local (Itemize below)				
			0%	
			0%	
			0%	
Government Grants: The Children's Trust (Direct Funding / Itemize below)				
			0%	
Merchandise/Concessions/Gift Shop Revenues	\$5,500		1%	
OTHER REVENUES (Itemize below)			0%	
			0%	
			0%	
			0%	
			0%	
Department of Cultural Affairs Grants (Itemize below)				
			0%	
			0%	
			0%	
			0%	
			Grant Amount % of Total Cash Revenues:	
SUBTOTALS	\$387,742	\$0	8%	
GRANT REQUESTED	\$35,000			
CASH REVENUES + GRANT REQUESTED	\$422,742			
TOTAL REVENUES (Cash plus In-Kind)	\$422,742	TOTAL IN-KIND %	0%	
BUDGET SUMMARY				Revenues minus Expenses All totals must = \$0
Cash Expenses	\$422,742	Cash Revenues	\$422,742	\$0
+ In-kind Expenses	\$0	+ In-kind Revenues	\$0	\$0
= TOTAL EXPENSES	\$422,742	= TOTAL REVENUES	\$422,742	\$0