

Application: Village of Pinecrest - Pinecrest Gardens

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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:

4C.1

Funding Quarter

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

Grant Amount Requested:

25000

Staff Recommendation:

\$ 12,000

Organization Name:

Village of Pinecrest - Pinecrest Gardens

Project Title:

2023-24 Pinecrest Gardens Jazz Series and Gen Next Jams

Project Type / Category:

Special Events / Promotions

Funding Category:

Continuing

Corporate Status:

Government

Date(s) of Event(s):

January 20, 2024, February 10-11,2024, March 16-17, 2024

Primary Event Location:

Pinecrest Gardens

County Commission District - Primary Event Location:

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

Funds are requested to support three concerts that are part of this 6-part jazz series taking place from January through March 2024, which has become South Florida's most sought jazz performance series. Participants include international jazz artists performing a Saturday evening concert to sold-out crowds in the 500-seat Banyan Bowl at Pinecrest Gardens. These same jazz legends will stay on to participate in a unique mentorship program, "Gen Next" the following Sunday in the Banyan Bowl.

Previous TDC Funding:

\$13,500(22-23); \$15,000 (21-22); {End of cycle - COVID - \$9,000 (18-19)}; \$10,000 (17-18); {End of Cycle - \$5,000 (16-17)}; \$5,250 (15-16); \$6,000 (14-15); \$6,750 (13-14); \$7,500 (12-13)

Other Government Funding:

None

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.

Pinecrest Gardens presents an annual 6-part jazz series that enters its 14th season in 2023-24. Many participating artists have been Grammy Award-winning artists or an NEA Jazz Master. In 2015 the series expanded to include Gen Next Jam, which brings an exceptional caliber of internationally celebrated artists who stay on at the 500-seat Banyan Bowl theater for a second day (Sunday) to jam with a core group of youth participating in the jazz magnet program at Miami-Dade County's signature arts high school, New World School of the Arts.

Funding will support the 14th season of the jazz series and the 8th season of Gen Next Jam which will bring four internationally acclaimed jazz masters to coach youth musicians. These unique mentorships will allow aspiring musicians from South Florida's exceptional jazz magnet program at New World School of the Arts and under the direction of Mr. James Gasior, Associate Professor of Jazz Studies, to learn directly from and play alongside jazz greats.

Concerts take place on select Saturday evenings, on per month, from November 2023 through April 2024, with three concerts having hold-over events as part of the Gen Next Jams the following Sunday afternoon.

The artists participating in the 2023-24 Jazz at Pinecrest Gardens series between January 1, 2024 and March 31, 2024 will include:

-- January 20, 2024, 8:00 pm: The World Famous Glenn Miller Orchestra. Grammy Award-winning returning favorite and sought-after big band will moonlight serenade you with their unique sound in both concert and swing.

-- February 10, 2024, 8 pm: Dion Parson & the 21st Century Band. Grammy Award-winning drummer and Caribbean Jazz Band featuring the rich musical traditions or Jazz fused with rhythms of US Virgin Islands.

-- March 16, 2024, 8 pm: Bill Charlap Trio Grammy Award-winning pianist and Multi-Grammy Award-winning Jazz ensemble, known for zeroing in on the essence of a song.

In terms of tourism impact of this popular jazz series, many full season subscribers travel from as far as Vero Beach or Naples to see the concert and stay overnight on concert evenings. Pinecrest Gardens has once again partnered with the Dadeland Marriott hotel to develop marketing packages in which pair room nights with concert tickets. Guest artists, including two full size orchestras, will also utilize the room block at the hotel during their stays in South Florida.

Media sponsor: WDNA radio.

Hotel sponsor: Dadeland Marriott with an estimated 25 hotel room night utilized.

Marketing efforts will involve the expenditure on local and Internet-based ad buys, as well as the printing of rack cards to be distributed in local hotels, through the GMCVB and in area businesses. including print insertions in The Miami Herald, Miami New Times, and the Community Newspapers. We will also go deep in selection of online placement in a wide range of web-based calendars. We will run paid advertisements on the local affiliates of ABC, CBS, FOX, and NBC. We will also advertise on Radio AMOR (Spanish-language) and WLRN (PBS/NPR affiliate). We will also use Pinecrest Gardens festivals to promote events following within weeks of a festival. Finally, we will conduct a focused and targeted public relations campaign to get free exposure through local news outlets (radio/TV).

Subscriptions are available until November 2023 or when sold out and cost either \$240 or \$270 plus \$10 service fee for all 6 concerts, depending on seating tier. Single tickets go on sale started in September and are \$50 or \$55 depending on seating tier. These concerts are expected to sell out as in past seasons. This means that 500 individuals will attend each month's concert.

TDC - Marketing Details

Completed - Oct 15 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).

Over \$45,000 will be invested in marketing efforts. We will utilize a combination of print insertions in The Miami Herald, Miami New Times, Community Newspapers / Pinecrest Tribune, and The Pinecrest Sun. We will also utilize a broad selection of online placements in a wide range of web-based calendars and social media sites. We will run paid advertisements on the local affiliates of ABC, CBS, and FOX. We will advertise on WLRN and select Spanish-language media. We are also partnering with the Greater Miami Convention and Visitors Bureau to assist with marketing our event to area concierge desks.

Other methods include: 12,500 seasonal brochures printed and distributed twice annually; social media utilities (Facebook: 163502 page follows and 4.6 of 5 stars from 758 reviews; Instagram: 31,400 followers (up 7,000 over 12-month period); X (formerly Twitter): 2,041 followers; statistics as of September 2023); and rack card distributed in area businesses and at main entrance of park.

We will utilize our newly redesigned website at www.pinecrestgardens.org, which is in soft launch through early September 2023.

Pinecrest Gardens maintains a database (which grew from 6,600 to more than 17,100 by inviting attendees over the past 3 years to opt in) and utilizes partner nonprofit databases to send e-blasts. We will also use other events at Pinecrest Gardens to promote the event. For example, we have an annual Halloween festival each October and Nights of Lights in December and other festivals held at the Gardens. Finally, we will conduct a focused and targeted public relations campaign to get free exposure through local news outlets ("live from" type segments).

On site banners and signs are produced, marketing to commuters traveling on 57th Avenue. There is also an LCD sign on 57th avenue that will provide details in the weeks leading up to and during the event.

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.*

WDNA

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:

300000

3a. How was the above estimate determined?

The event will not be broadcast over the radio or television, however, we do anticipate reaching over 300,000 through partnership with WDNA radio (advertising and interviews) and over the Internet through social media networks, and targeted web campaigns, including exposure on Facebook, YouTube, Twitter, Instagram, and Pinterest.

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):

2800

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	2240	15
Out of County	350	5
Out of State	150	30
Foreign	60	0

TOTAL Projected # of Audience Attending:

2800

TOTAL Projected # Performing/Instructing:

50

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)

Dadeland Marriott hotel will serve as our host hotels this year. A block of 25 rooms is currently being held for use by audience and artists during the concert season. Our hotel use projections greatly outnumber past TDC projection because we are applying with a different project which involves seven weekends (one per month) as opposed to just a single festival weekend. Additionally, there are two full-size jazz orchestras traveling to perform.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	25	
# of hotel room nights anticipated to be booked:	25	
Actual number of hotel room nights used last year:	20	

Guaranteed / Courtesy Room Nights Chart

- **Guaranteed Room Blocks** - Room blocks financially guaranteed by contract, wholly or partially
- **Courtesy Rooms** - Rooms that are being held with no financial commitment

Please make sure to upload the Hotel Agreements to substantiate this information.

	Room Nights Contracted
Guaranteed Room Blocks:	0
Courtesy Room Blocks:	25

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:	Dadeland Marriott	pending
Year 2:	Dadeland Marriott	25
Year 3:	Dadeland Marriott	20

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:

\$ 25000

Total Project Budget Expenses - Projected:

\$ 170000

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

Organization Budget - Projected CASH Expenses:

\$ 3448955

Organization Budget - Projected IN-KIND Expenses:

\$ 0

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 3448955

Funding Category:

Continuing

Continuing Applicants**Project and Operating Budget Summaries - Current Year**

Grant Award - Current Year (if you did not apply, enter N/A):	13500
Total Project Budget Expenses - Current Year:	170000
Organization Budget CASH Expenses - Current Year:	3187320
Organization Budget IN-KIND Expenses - Current Year:	0
TOTAL Organization Budget - Current Year:	3187320

Continuing Applicants**Project and Operating Budget Summaries - Completed Year**

Grant Award - Completed Year (if you did not apply, enter N/A):	15000
Total Project Budget - Completed Year:	170000
Organization Budget CASH Expenses - Completed Year:	3075929
Organization Budget IN-KIND Expenses - Completed Year:	0
TOTAL Organization Budget - Completed Year:	3075929

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?

No

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Village of Pinecrest - Pinecrest Gardens			
EXPENSES	Grant Dollars Allocated	+ Cash MATCH	= Total Cash	In-Kind
In-house/Salaried Personnel:		\$15,000	\$15,000	
In-house/Salaried Personnel: Artistic		\$8,000	\$8,000	
In-house/Salaried Personnel: Technical/Production	\$2,500	\$18,500	\$21,000	
Contracted/Outside Artistic Fees/Services	\$20,000	\$50,000	\$70,000	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/ Printing/Publications	\$2,500	\$42,500	\$45,000	
Marketing: Postage/Distribution			\$0	
Marketing: Web Design/ Support/Maintenance			\$0	
Travel: In County			\$0	
Travel: Out of County			\$0	
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.			\$0	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.		\$3,200	\$3,200	
Utilities		\$5,300	\$5,300	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
Documentation of Gen Next Jams		\$2,500	\$2,500	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$25,000	\$145,000	\$170,000	\$0
TOTAL EXPENSES (Cash plus In-Kind)	\$170,000			
GRANT REQUEST	\$25,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

ORGANIZATION NAME:	Village of Pinecrest - Pinecrest Gardens		
REVENUES	CASH	IN-KIND	% OF CASH REVENUE
Admissions	\$110,000		65%
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	\$15,000		9%
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)			
			0%
			0%
			0%
Trust (Direct Funding / Itemize below)			
			0%
Merchandise/Concessions/Gift Shop Revenues	\$3,000		2%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand	\$17,000		10%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%
Department of Cultural Affairs Grants (Itemize below)			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$145,000	\$0	15%
GRANT REQUESTED	\$25,000		
CASH REVENUES + GRANT	\$170,000		
TOTAL REVENUES (Cash plus In-Kind)	\$170,000	TOTAL IN-KIND %	0%