

# Application: CLASH USA, LLC.

William Christy - bill@clash-usa.com  
TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

## Summary

**ID:** FY\_2023-2024-00000000617  
**Last submitted:** Dec 4 2023 09:45 PM (EST)  
**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 12 2023 - Hidden from applicant

## TDC Subcommittee Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY 2023-2024 Tourist Development Council Subcommittee

Application Review

### AGENDA ITEM:

4D.1

### Funding Quarter

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

### Grant Amount Requested:

10000

**Staff Recommendation:**

\$ 7,500

---

**Organization Name:**

CLASH USA, LLC.

---

**Project Title:**

CLASH Endurance Miami

---

**Project Type / Category:**

Sport

---

**Funding Category:**

First Time

---

**Corporate Status:**

Organization – For Profit

---

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

March 7, 8, 9, 10, 2024

**Primary Event Location:**

Homestead Miami Speedway

---

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

9

---

**Secondary Event Location:**

N/A

---

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

**Project Synopsis:**

Funds are requested to support CLASH Endurance Miami, an endurance sport festival at Homestead Miami Speedway, March 7-10, 2024. Events include sprint triathlon, Miami distance triathlon, kid's triathlon, Test Track (non-competitive 1 hr. bike ride) and Redline Relay (a competitive road bike relay race).

CLASH Miami has been awarded the 2024 Americas Triathlon Championships, inviting multisport athletes from all Pan-American countries to compete for points toward the Paris Olympics.

---

**Previous TDC Funding:**

N/A

---

Other Government Funding:

None

TDC - Project Description

Completed - Dec 4 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.

---

CLASH Endurance Miami is an endurance sport festival weekend, March 8-10, 2024, which includes triathlons, duathlons, aquabike races, Test Track (a non-competitive bike ride inside the speedway) and Redline Relay (a NASCAR style competitive road bike relay race). This weekend includes the ability to stay onsite in an RV or nearby with one of our hotel partners, and an expo village including local food trucks, beer and wine.

CLASH Endurance has been selected host the 2024 Americas Triathlon Championships. Americas Triathlon is the governing body for the Olympic sport of Triathlon and for all related multisport in the Americas, it is recognized by World Triathlon as the Continental Confederation in the Americas. The invited elite athletes will compete in Miami to earn points towards a birth at the 2024 Paris Olympics.

March of 2024 will be CLASH Miami's third year at Homestead Miami Speedway. Currently there are 8 regularly scheduled events planned within the weekend, including Sprint Triathlon/Duathlon, Kid's Triathlon, Test Track, Redline Relay and Miami Distance Triathlon/Duathlon/Aquabike. The 2024 Americas Triathlon Championship will add an additional 5 events to the CLASH Miami schedule, (Junior Male and Female, Americas Cup Male and Female and Para Triathlon Paris Qualifier).

All courses take place inside the speedway apart from the Miami Distance triathlon, which includes nearby SW142nd Ave., SW 336th St. and SW 334th St/Palm Drive with the assistance of Homestead Police and Miami-Dade EMS. The lowest price for a race during the event is Test Track currently priced at \$35, as the event approaches prices increase with the highest ticket being the Miami Distance Triathlon Relay at \$295 the week of the event.

CLASH Endurance has developed a comprehensive marketing & PR strategy during and post-race for CLASH Miami that combines innovative approaches with established methods, local, regional and global media outlets and leveraging the power of social media platforms to engage new and existing audiences. Real and relatable athlete content, blog posts, videos, and behind-the-scenes footage keeps athletes informed and excited about CLASH Miami. CLASH Endurance is expanding the CLASH Ambassador program, including fitness-related influencers to create excitement around the event. Regular newsletters and updates are sent to CLASH Endurance email subscribers to keep them informed about event details, exclusive offers, and more.

CLASH Miami will continue to invest in targeted online advertising on platforms like Google Ads, Outside Magazine banners/event pages and Facebook Ads to reach potential attendees based on demographics, interests, and location, and leverage the partnership with World Triathlon (the international governing body of multisport) in hosting the 2024 Americas Triathlon Championship. CLASH Endurance has partnered with Florida Bicycle Association (FBA), USA Triathlon (USAT) and NASCAR Foundation for the CLASH Miami event and will also partner with local media, businesses and triathlon clubs to promote the event and offer special discounts to their members as well as attend other sporting events to promote CLASH Miami.

In 2023, 55% of the registered athletes at CLASH Miami were from out of the county, state or country. According to previous research 94% of triathletes travel outside of their community for races, with an average household income of \$247,000. Of these 70% are between the ages of 30-55 and 86% hold a bachelor's degree or higher. Local athletes and visiting athletes historically have a 1 to 1 ratio (or more if including kids). The projected number of

registered athletes for 2024 is 1,550 therefore the total attendees (excluding vendors and staff) would be approximately 2,600. To track this data and other milestones CLASH Endurance utilizes a registration platform that has the capability of tracking performance year over year regarding registrations, camping and merchandise. Current hotel partners for CLASH Miami include Hampton Inn and Suites, The Courtyard, TownePlace Inn and Suites, all located in Homestead and the Fairfield Inn at Florida City. This includes 376 room nights blocked and an anticipation of bringing 2,150 room nights total to Miami-Dade County. CLASH Endurance is currently working with Greater Miami Convention & Visitors Bureau to secure additional rooms to better serve attendees. Given that CLASH Miami is a weekend long event with a high rate of out-of-town participants, this allows for multiple family or team members to travel together and to stay longer, increasing room nights across the county. The funding provided by the TDC will allow CLASH Endurance to increase marketing to out of state and international neighbors as well as highlight Homestead and Miami-Dade County to multisport and cycling communities through feature productions.

\*disclosures regarding the 2024 Americas Triathlon Championship are currently confidential and embargoed information

## **TDC - Marketing Details**

**Completed** - Dec 4 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).**

CLASH Endurance has developed an in-depth marketing strategy for CLASH Miami that combines innovative approaches with established methods, leveraging the power of social media platforms to engage new and existing audiences. Unique campaigns and interactive content will be used to create a buzz leading up to the event including: real and relatable athlete stories, blog posts, videos, and behind-the-scenes footage to keep athletes informed and excited about CLASH Miami.

CLASH Endurance is expanding the current CLASH Ambassador program to include fitness-related influencers creating excitement around the CLASH Miami. These influencers will assist in reaching a broader and more targeted active lifestyle demographic. Influencers as of today include: Shannon Spake (FOX Sports Reporter, NASCAR Reporter, Triathlete), Joy McAdams (Podcast Host, TedX Speaker, LinkedIn Influencer of 215K followers with reach of 2 million people/month, Triathlete), and Brooke Bennett (3x Olympic Gold Medalist Swimmer, Water-Safety & Swim Instructor, Clearwater Fire & Rescue Beach Lifeguard).

In addition to regular newsletters, promotional emails and updates that are sent to CLASH Endurance's 22K+ email subscriber database to keep them informed about event details, exclusive offers, and more; CLASH Miami has and will continue to invest in targeted online advertising on platforms like Google Ads and Facebook Ads to reach potential attendees based on demographics, interests, and location. CLASH Endurance partners with Outside Magazine for advertising support receiving banner ads showcased on a variety of their online publications. These banner ads will run leading into the event and an event page complete with imagery and full descriptions will also appear in Outside online. Viewership is well over 500,000. CLASH Endurance events draw attendance from out of state and country and digital advertising is the most effective and efficient means by which to target them. CLASH Endurance will also continue partnering with local media, businesses and triathlon clubs to promote the event and offer special discounts to their members as well as attend other sporting events to promote CLASH Miami.

CLASH Endurance has a comprehensive PR strategy leading into, during and post-race that not only includes endemic media, but also local, regional and global media outlets. The CLASH Endurance PR Team will partner with local radio stations for coverage as well as print and TV outlets for interviews, traffic/course-related community impact details and weekend coverage of events. A variety of global online endurance outlets will also include

pre/post-race stories. Additionally, a press release about event weekend, notable names/partners, etc. will be distributed via PR Newswire to more than 4,000 media outlets around the U.S

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.*

Historically, CLASH Miami has engaged local radio stations to cover the event in a DJ and/or editorial capacity leading into and during event weekend. They have interviewed CLASH Endurance Team members as well as participating athletes and been on-site at the event expo with music and giveaways. This content has been utilized on morning and drive-time radio shows to tie in with themes and/or topical ideation from their marketing team. CLASH Miami has also worked with local TV stations for pre and post-race coverage of the event, community/traffic impact and local athlete stories. CLASH Endurance is working now to secure those radio and TV partnerships for CLASH Miami 2024.

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?

CLASH Endurance estimates it will reach 1,000,000 people through electronic media given the following breakdown. CLASH Endurance will reach over 500,000 people through daily social media updates, this is with consideration of current follower count and the potential reach of collaborating influencers. CLASH Endurance expects tens of thousands of visitors to the CLASH Miami event website leading up to the event. Considering the audience size of local sports and entertainment channels, CLASH Miami estimates reaching hundreds of thousands of viewers and listeners. Lastly, CLASH Miami anticipates reaching 22,000+ through email newsletters, which will promote event updates and special incentives.

This estimate is a conservative projection based on historical data from past events and the current marketing plan's potential reach. It may be adjusted as CLASH Endurance progresses with the marketing efforts of CLASH Miami and track efforts effectiveness.

## 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):*

1773

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

2377

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	600	900
Out of County	500	800
Out of State	300	600
Foreign	150	300

**TOTAL Projected # of Audience Attending:**

1550

**TOTAL Projected # Performing/Instructing:**

2600

## 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 is promoted to athletes, media and attendees via the CLASH Endurance website race page. This page has all the race information as well as links to the current hotel partners. This information will also be disseminated through several pre-race emails as well as posted on the race's social media. Current hotel partners include Hampton Inn and Suites, The Courtyard, Towneplace Inn and Suites, all located in Homestead and the Fairfield Inn at Florida City. Courtesy blocks of 115 room nights are available at Hampton Inn and 45 room nights at the Fairfield. Due to limited availability during the dates of the race CLASH Endurance is working with Greater Miami Convention & Visitors Bureau to secure additional rooms to better serve attendees.

Staff room blocks that are contracted, total 216 room nights March 4, 2024 - March 10, 2024. These blocks are spread between the hotels listed above.

Using the breakdown of projected registered athletes, the estimate can be made that a small portion of in county residents will stay closer to the venue, out of county attendees will stay an average of 1 night, out of state would stay approximately 3 nights and out of country would stay approximately 4 nights. Based on this, CLASH Endurance Miami is projected to bring approximately 2,366 room nights total for 2024. Using this same breakdown in conjunction with last years registration data, it's estimated that CLASH Endurance brought around 1,588 room nights to Miami-Dade County.

### Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	376	
# of hotel room nights anticipated to be booked:	2150	
Actual number of hotel room nights used last year:	1588	

### 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:	216
Courtesy Room Blocks:	160

### 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:	March 2024 -Hampton Inn and Suites Homestead -The Courtyard Homestead -Towneplace and Suites Homestead -The Fairfield Inn Florida City	Hampton - 35 booked/ 115 courtesy Courtyard - 112 booked Towneplace - 79 booked Fairfield - 45 courtesy
Year 2:	March 2023 -Fairfield Inn & Suites Florida City -Best Western	Fairfield - 216 booked Best Western - 40 courtesy *additional detail not available due to lack of courtesy blocks available during these dates
Year 3:	March 2022 -Fairfield Inn & Suites Florida City - Holiday Inn Florida City - Best Western Florida City - Tru by Hilton Florida City	Fairfield - 147 booked Holiday Inn - 70 booked Tru - 29 booked *additional detail not available due to lack of courtesy blocks available during these dates

## TDC - Project Budget Summaries

Completed - Oct 12 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:**

\$ 434909

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

**Organization Budget - Projected CASH Expenses:**

\$ 990997

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

\$ 0

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

**TOTAL ORGANIZATION BUDGET - PROJECTED**

\$ 72491

**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:	626418
Organization Budget CASH Expenses - Current Year:	-2000000
Organization Budget IN-KIND Expenses - Current Year:	0
TOTAL Organization Budget - Current Year:	-963431

## 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 :	906960
Organization Budget CASH Expenses - Completed Year :	-2550000
Organization Budget IN-KIND Expenses - Completed Year :	0
TOTAL Organization Budget - Completed Year :	-2000000

## 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

<b>ORGANIZATION NAME:</b>	CLASH USA LLC			
<b>EXPENSES</b>	<b>Grant Dollars Allocated</b>	<b>+ Cash MATCH</b>	<b>= Total Cash</b>	<b>In-Kind</b>
In-house/Salaried Personnel: Administration			\$0	
In-house/Salaried Personnel: Artistic			\$0	
In-house/Salaried Personnel: Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services	\$16,000	\$16,000	\$32,000	
Contracted/Outside Other Fees/Services			\$0	
Marketing: ADV/PR/ Printing/Publications	\$9,000	\$9,000	\$18,000	
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	\$10,000	\$10,000	\$20,000	
Space Rental / for Performance, Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Insurance / for Performance, Exhibitions, Events, etc.			\$0	
Utilities			\$0	
Fundraising/Development (Non-Personnel)			\$0	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials			\$0	
Other Expenses (Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
<b>SUBTOTALS:</b>	\$35,000	\$35,000	\$70,000	\$0
<b>TOTAL EXPENSES (Cash plus In-Kind)</b>	\$70,000			
<b>GRANT REQUEST</b>	\$35,000			

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0	
--	-----	--

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

<b>ORGANIZATION NAME:</b>	CLASH USA LLC		
<b>REVENUES</b>	<b>CASH</b>	<b>IN-KIND</b>	<b>% OF CASH REVENUES</b>
Admissions	\$35,000		50%
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			0%
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			0%
Investment Income (Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
OTHER REVENUES (Itemize below)			0%
			0%
			0%
			0%
			0%
			0%

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS: PROJECTED BUDGET

Department of Cultural Affairs Grants (Itemize below)			0%
			0%
			0%
			0%
			Grant Amount % of Total Cash Revenues:
SUBTOTALS	\$35,000	\$0	50%
GRANT REQUESTED	\$35,000		
REQUESTED	\$70,000		
TOTAL REVENUES (Cash plus In-Kind)	\$70,000	TOTAL IN-KIND %	0%