

Application: The Key Biscayne Chamber of Commerce, Inc.

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TOURIST DEVELOPMENT COUNCIL (TDC) GRANT PROGRAM

Summary

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Labels: 2023-2024, Second Quarter, Courtesy Review, Targeted/Set-aside, FY 2023-2024 FNL Q2, Corrections Ready, Request Approved

TDC Subcommittee Review Form

Completed - Dec 14 2023 - Hidden from applicant

TDC Subcommittee Review Form

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

FY 2023-2024 Tourist Development Council Subcommittee

Application Review

AGENDA ITEM:

4E.1

Funding Quarter

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

Grant Amount Requested:

15000

Staff Recommendation:

\$ 15,000

Organization Name:

The Key Biscayne Chamber of Commerce, Inc.

Project Title:

Key Biscayne Chamber of Commerce and Visitors Center

Project Type / Category:

Special Events / Promotions

Funding Category:

Set-Aside

Corporate Status:

Organization – Not for Profit

Date(s) of Event(s):

Project start date is October 1, 2023 and end date is September 30, 2024

Primary Event Location:

Key Biscayne Chamber of Commerce

County Commission District - Primary Event Location:

7

Secondary Event Location:

N/A

County Commission District - Secondary Event Location:

Project Synopsis:

Funds are requested to support the Key Biscayne Chamber of Commerce's 24/7 Visitor Center, located at 88 W. McIntyre Street, Suite 100, Key Biscayne, FL. The Center is an ongoing project from January 1, 2024 to March 31, 2024.

The Visitors Center has knowledgeable staff and offers international, national, and local guests an ADA compliant information center with over 150 brochures, multilingual visitors guides, maps, Miami-Dade transit information, and other publications.

Previous TDC Funding:

\$15,000 (22-23); \$15,000 (21-22); {\$15,000 (18-19) - End of Cycle}; \$15,000 (17-18); \$15,000 (16-17); \$15,000 (15-16); \$15,000 (14-15); {\$15,000 (13-14) - End of Cycle}; \$15,000 (12-13); \$9,000 (11-12); \$9,000 (10-11); \$10,000 (07-08)

Other Government Funding:

None

TDC - Project Description

Completed - Oct 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.

The proposed project is the Visitors Center of the Key Biscayne Chamber of Commerce. The Visitors Center is located in the Village Hall of Key Biscayne, 88 W. McIntyre Street, Suite 100. It offers international, national, and local tourists an ADA compliant facility with over 150 brochures, multilingual visitor guides, maps, transit information, newspapers, and magazines, all of which are complimentary.

The Center is open 365 days a year, 24 hours a day, motion activated lighting during nighttime hours, and is air-conditioned. The Visitors Center is staffed Monday through Friday from 9 a.m. until 5 p.m. and is self-service outside of these hours. There are no fees or charges associated with the Visitors Center, all is given to the tourists for free and no commissions are received from referrals.

The Chamber has one full-time Executive Director and one part-time assistant—both welcoming visitors and providing tourists with referrals, tips, and travel information. The Executive Director specialized in coordinating visitor incentive programs, marketing and social media management, and website maintenance during her tenure as the Chamber's Marketing Director, and continues to address those needs in her present capacity.

English, Spanish, French and Italian are spoken in the office; volunteers and local language schools assist when German, and Portuguese and American Sign Language are needed. When tourists walk into the Visitors Center, they are the top priority and are attended to promptly and with courtesy, regardless of what is happening in the Chamber's office. The value of tourism is appreciated by all who have a stake in our South Florida economy. Visitors to Key Biscayne are on an island five miles from the mainland and she/he might not be able to drive to another area within the County without directions, maps, and advice. We have the ability to promote our County's tourist attractions that vacationers and residents might not otherwise notice.

The Visitors Center is prominently incorporated into the Chamber's website at <http://www.keybiscaynchamber.org>, and had 84,856 page views by 39,813 users during the previous twelve months. The Visitors Center will attract more tourists to Miami-Dade County by assisting tourists with friendly, knowledgeable service regarding the County's many attractions and hotels. The Center also attracts visitors through its social media presence with active Facebook, Instagram and Twitter campaigns. In addition to providing information and assistance, the Chamber and Visitors Center markets Key Biscayne and the surrounding areas through the publication and distribution of the official Key Biscayne Visitor Guide, Island Life Magazine; purchasing advertisements in recreational and travel publications (such as Edible South Florida and Greater Miami and Convention and Visitors Bureau publications); and hosting promotional events like the Families in Paradise fair.

The Chamber works with the Island's two hotels, The Ritz-Carlton Key Biscayne, and Silver Sands Beach Resort, and weekly rental accommodations: Beach Haus, Coral Reef Key Biscayne, as well as nearby Hilton Garden Inn Miami Brickell South to offer referrals and distribute the Chamber's tourism publications including Island Life

Magazine and the Key Biscayne Visitor Guide.

During the grant period, the Chamber anticipates attending to 4,800 walk-in visitors, replying to 800 email inquiries, and 1,500 phone inquiries for the Visitors Center. Many more replies, connections, and referrals will be made across the increasingly-important social media platforms.

The Key Biscayne Visitors Center should be an attractive project for the use of Tourist Development Council (TDC) Funds because it is on the "front lines," attracting tourists and helping them have an enjoyable stay while they are here. Key Biscayne is an undeniable tourist magnet with hundreds of thousands of visitors drawn to the beaches, parks, world-class tennis center, and marinas. Even if tourists are staying elsewhere, a day trip to Key Biscayne enriches the overall vacation experience. TDC funding is very important to the staffing of the Center, website maintenance, and the upkeep of our ongoing social media marketing. The Visitors Center is an ongoing project without a timeline as it is open 365 days a year, 24 hours a day.

TDC - Marketing Details

Completed - Oct 5 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).

Marketing the Visitors Center includes:

A) Using international signs for information "i" on Crandon Blvd., the only thoroughfare on the island, and using the electronic reader board at the Village's entrance.

B) GPS mapping of the Visitors Center via NAVTEQ which supplies the majority of the GPS car market (85%) along with Garmin, Magellan, MapQuest, Yahoo Maps, and so on.

C) Partnering with Miami Seaquarium, which with its 1,000,000 annual visitors gives additional exposure by placing a sign at the Seaquarium exit offering the Chamber's free map of the area. This encourages their guests to drive a bit further to play, shop, dine, and stay.

D) Continuing good relations with the State Park, Historic Virginia Key Beach Park and County Park, which direct tourists who want to know more about Miami to the Visitors Center.

E) Continuing good relations and partnership with the Greater Miami Convention and Visitors Bureau, which assists in many ways, such as supplying excellent multilingual publications, videos, and contact details of travel writers.

F) Continuing good relations with The Ritz-Carlton Key Biscayne and Silver Sands Beach Resort, the only two resort hotels on the island.

G) Distributing local print publications such as the Key Biscayne Map, Island Life, the Islander News, Edible South Florida, Key Biscayne Magazine, and a variety of tourist brochures.

H) Maintaining the Visitors Center website, which had 84,856 page views by 40,063 users in the past 12 months. During its previous overhaul, the site was equipped with device adaptive capabilities and was cross-linked with Facebook, Instagram, Twitter, and YouTube for additional referencing, SEO, and media linkage.

I) Work with media/design firm to produce new branded marketing materials for the center and its tourist

publication/incentive programs like Key Biscayne Visitor Guide.

J) Produce and distribute Island Life Magazine - the official guide and directory of the Key Biscayne Chamber of Commerce (10,000 copies + digital edition on keybiscaynchamber.org and islandernews.com).

K) Distribution of the Greater Miami and Convention Bureau's #MiamiTemptations marketing materials.

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.*

VKB TV, the Village's government television station, promotes the Visitors Center and local tourism.

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:

53550

3a. How was the above estimate determined?

40,000 Website Users (see website analytics upload under General Support Documents); 2,300 Facebook, 1,600 X (formerly Twitter), 6,650 Instagram; 3,000 viewers of VKB TV.

TDC - Tourism Impact Projections

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):

4750

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

2

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	750	2
Out of County	1800	0
Out of State	800	0
Foreign	1400	0

TOTAL Projected # of Audience Attending:

4750

TOTAL Projected # Performing/Instructing:

2

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)

Neither the Chamber nor Visitor Center book hotel rooms. However, many of the visitors to the Center are seeking accommodations for the night. Hotel referrals for transient nights throughout Miami and the Beaches are given as there are very few rooms available on Key Biscayne. Locally, we have the full cooperation and support of The Ritz-Carlton Key Biscayne Resort, the Silver Sands Beach Resort, Beach Haus and Coral Reef at Key Biscayne.

Hotel Room Nights Chart

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	0	
Actual number of hotel room nights used last year:	0	

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:	0

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:	N/A	
Year 2:	N/A	
Year 3:	N/A	

TDC - Project Budget Summaries

Completed - Dec 1 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:

\$ 15000

Total Project Budget Expenses - Projected:

\$ 80900

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

Organization Budget - Projected CASH Expenses:

\$ 192700

Organization Budget - Projected IN-KIND Expenses:

\$ 36000

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

TOTAL ORGANIZATION BUDGET - PROJECTED

\$ 218700

Funding Category:

Continuing

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

Grant Award - Current Year (if you did not apply, enter N/A):	15000
Total Project Budget Expenses - Current Year:	80900
Organization Budget CASH Expenses - Current Year:	192000
Organization Budget IN-KIND Expenses - Current Year:	36000
TOTAL Organization Budget - Current Year:	228000

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:	80900
Organization Budget CASH Expenses - Completed Year:	189400
Organization Budget IN-KIND Expenses - Completed Year:	36000
TOTAL Organization Budget - Completed Year:	225400

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

ORGANIZATION NAME:	Key Biscayne Chamber of Commerce			
EXPENSES	Allocated	+ Cash MATCH	= Total Cash	In-Kind
Administration	\$3,750	\$33,600	\$37,350	
In-house/Salaried Personnel: Artistic			\$0	
Technical/Production			\$0	
Contracted/Outside Artistic Fees/Services			\$0	
Contracted/Outside Other Fees/Services			\$0	
Printing/Publications	\$5,115	\$12,300	\$17,415	
Marketing: Postage/Distribution		\$1,500	\$1,500	
Support/Maintenance	\$6,135	\$5,000	\$11,135	
Travel: In County			\$0	
Travel: Out of County			\$0	
Equipment Rental			\$0	
Exhibitions, Events, etc.			\$0	
Equipment Purchase			\$0	
Exhibitions, Events, etc.			\$0	
Space Rental			\$0	\$10,000
Exhibitions, Events, etc.			\$0	
Mortgage/Loan Payments			\$0	
Insurance			\$0	
Events, etc.		\$2,000	\$2,000	
Utilities			\$0	
Fundraising/Development (Non-Personnel)		\$1,500	\$1,500	
Merchandise/Concessions/Gift Shops			\$0	
Supplies/Materials			\$0	
(Itemize Below)				
			\$0	
			\$0	
			\$0	
			\$0	
			\$0	
SUBTOTALS:	\$15,000	\$55,900	\$70,900	\$10,000
(Cash plus In-Kind)	\$80,900			
GRANT REQUEST	\$15,000			
Grant Request minus Grant Dollars Allocated; this field must equal \$0	\$0			

ORGANIZATION NAME:	Key Biscayne Chamber of Commerce		
REVENUES	CASH	IN-KIND	% OF CASH REVENUES
Admissions	\$2,500		4%
Memberships	\$37,900		53%
Tuitions/Enrollment Fees			0%
Outside Programs/Performances	\$15,500		22%
Special Exhibition Fees			0%
Other			0%
Rental Income			0%
Corporate Support		\$10,000	0%
Foundation Support			0%
Private/Individual Support			0%
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			0%
(Endowment)			0%
Interest and Dividends			0%
Cash on Hand			0%
(Itemize below)			0%
			0%
			0%
			0%
			0%
			0%
(Itemize below)			0%
			0%
			0%
			0%
Total Cash Revenues:			
SUBTOTALS	\$55,900	\$10,000	21%
GRANT REQUESTED	\$15,000		
REQUESTED	\$70,900		
TOTAL REVENUES (Cash plus In-Kind)	\$80,900	TOTAL IN-KIND %	14%

BUDGET SUMMARY				All totals must = \$0
Cash Expenses	\$70,900	Cash Revenues	\$70,900	\$0
+ In-kind Expenses	\$10,000	+ In-kind Revenues	\$10,000	\$0
= TOTAL EXPENSES	\$80,900	= TOTAL REVENUES	\$80,900	\$0