



## MEMORANDUM

**Date:** July 24, 2020

**To:** Honorable Rebeca Sosa, Chairwoman  
and Members  
Tourist Development Council

**From:** Michael Spring, Director  
Department of Cultural Affairs

**Subject:** Proposed Recommendations  
for FY 2020-2021

---

### **Draft FY 2020-2021 Tourist Development Council, Tempting Destination Catalyst Guidelines**

Please find attached a draft of the FY 2020-2021 Tourist Development Council, Tempting Destination Catalysts guidelines. Given the current climate of COVID-19, staff has updated the guideline criteria to focus funding support to cultural and special events organizations that present innovative projects/events designed to support the re-opening and re-activation of hotels, restaurants and other tourism-related business county-wide through well-conceived projects and marketing plans. These changes will be reviewed by the TDC for inclusion in the FY 2020-2021 guidelines.

### **Multi-year Funding Supplement**

The coming fiscal year represents the next installment of the ongoing annual supplement of \$25,000 from the Greater Miami Convention & Visitors Bureau:

***FY 2020-2021                      \$1,325,000***

In addition, staff will finalize the calculation of TDC carryover funds and present the amount as part of the FY 2020-2021 1<sup>st</sup> Quarter review materials.

### **Proposed Targeted/Set-aside Grants for FY 2020-2021**

This memorandum is being provided as a preview of the Targeted/Set-aside TDC grants for FY 2020-2021. The organizations listed below have received annual TDC support in recognition of the importance of maintaining reliable funding for key tourism-related projects that have significant benefits for the destination. Together, the total of these investments remains at approximately 10% of the TDC's annual budget.

Miami Beach Visitor Information Center	\$20,000
LGBT Visitor Center	\$20,000
The Key Biscayne Chamber of Commerce, Inc.	\$15,000
Tropical Everglades Visitor Center	<u>\$20,000</u>
	\$ 75,000

The following three (3) Targeted/Set-aside grants are suspended until further notice pending staff receipt of evidence of the reactivation and/or submittal of a satisfactorily completed application for the previously funded projects:

Inter-American Conference of Mayors	\$14,400
Tourist Hospitality Center/ Centro Hospitalidad Turistico	\$20,000
Miami-Dade County Dade Days in Tallahassee	\$15,000

Please call Nikenna Benjamin or Michael Spring at (305) 375-5092 if you have any questions about these recommendations that you would like addressed before our upcoming TDC meeting and/or if there are any additional issues about the draft guidelines and the TDC's work that you would like to address at this meeting.

Thank you.