



**Date:** July 24, 2020

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

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

**Subject** Tourist Development Council, Tempting Destination Catalysts (TDC) Grant in conjunction with the Greater Miami Convention & Visitors Bureau (GMBCVB) "Miami Shines" Campaign

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### Program Objective

The *Tempting Destination Catalysts* Grants Program is proposed as a special year-long initiative of the TDC and is responsive on a quarterly basis to cultural and special events organizations that present innovative projects/events designed to promote and support the re-opening and re-activation of hotels, restaurants and other tourism-related businesses county-wide through well-conceived projects and marketing plans. Funding for these projects/events are used to re-position Miami-Dade County as a safe, must-experience destination through quality events and projects. that are creative and through promotional or marketing initiatives that are able to boost "staycations" by local residents and encourage visitors from outside of Miami-Dade County into the area; encourage overnight stays in Miami-Dade County motels and hotels; and perpetuate an environment for growth in the tourism industry in Miami-Dade County.

### Use of TDC Funds

TDC support is focused on covering costs related to creative and promotional or marketing initiatives to boost "staycations" by local residents and encourage visitors to come to Miami-Dade County and the Beaches by positioning the area as a safe, must-experience destination through quality events and projects.

### Eligible Projects

Projects may involve media partnerships that promote the destination, may occur online, may involve limited public activities that have incorporated COVID-19 health and safety guidelines, and may take place in or at tourism businesses (for example, hotels, restaurants, etc.).

### Priority on Project-based Tourism Partnerships

Applicants that present project-based events that have partnerships with tourism businesses and that assist with their re-opening and re-activation will receive priority attention. Events funded through this program must demonstrate the intent and ability to showcase Miami-Dade County as a unique global destination.

### Miami Shines Requirement

TDC-funded projects are required to participate in the GMVCB "Miami Shines" campaign by using its toolkit in their marketing and promotional materials. Grantees also must coordinate with the GMVCB's PR/Media team that will support their efforts to connect the press to TDC-funded projects.

### Funding Levels

Grant recommendations can range from \$5,000 - \$35,000 based on the impact of the project/event which is evaluated by:

<b>Criteria</b>	<b>Recommended Points</b>
Impact on Re-opening and Re-activating Tourism Businesses	40
Impact of Marketing/Tourism Plan	40
Quality / Track Record / Event Coordination / Management / American with Disabilities Act	10
Fiscal Feasibility/Accountability	10