



# **MIAMI-DADE COUNTY FINAL OFFICIAL MINUTES Tourist Development Council**

## **Board of County Commissioners**

Stephen P. Clark Government Center  
6<sup>th</sup> Floor Conference Room  
111 NW 1<sup>st</sup> Street  
Miami, Florida 33128

March 17, 2009  
As Advertised

Harvey Ruvin, Clerk  
Board of County Commissioners

Kay Madry Sullivan, Director  
Clerk of the Board Division

Karen Harrison, Commission Reporter  
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**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
March 17, 2009**

The Tourist Development Council (TDC) convened in the 18<sup>th</sup> floor in Conference Room 18-2 in the Stephen P. Clark Center, 111 Northwest First Street, Miami, Florida at 8:00 a.m. on March 17, 2009. There being present Chairman José "Pepe" Diaz and members Mr. Stuart Blumberg, Mr. William Perry III, and Ms. Olga Ramudo (Ms. Carmen Corvois-Roig, City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones, and Mr. Juan Carlos Palacios were absent).

The following staff members were present: Mr. Michael Spring, Director, Department of Cultural Affairs; Mrs. Nikenna D. Benjamin, Grants Program Administrator; Mrs. Liliana Hernandez, Grants Program Assistant; Assistant County Attorney Stephen Stieglitz; and Deputy Clerk Karen Harrison.

Chairman Diaz called the meeting to order at 8:29 a.m. He noted that the Council members who were present would hear the presentations and an audio recording of today's (3/17) meeting would be provided to the absent members due to the lack of a quorum. Chairman Diaz also noted that an emergency TDC meeting would be scheduled to address the action items on today's agenda. He further noted those TDC members present would hear the representatives from each agency and a recording of today's (3/17) meeting would be provided to the absent Council members.

Mr. Spring apologized for the absenteeism of the TDC members and noted this was one of the busiest years in the TDC's history. He also noted more applications were being received now than in the past and money was limited. He advised TDC members to remain conservative with allocations in order to have enough money to distribute throughout the fourth quarter of the fiscal year.

The following applicants made presentations before the TDC members present at today's (3/17) meeting:

**VI. Grant Applications and Recommendations – Second Funding Period**

**A. Special Events/Promotions (Non-Profit) – Continuing**

**VI. A.-3. Council of International Fashion Designers, Inc. Requested \$25,000**

Ms. Beth Sobol, President of the Miami Fashion Week event, gave a brief presentation and introduced the Council of International Fashion Designer's new administrative staff. She noted the event would, for the first time, feature an international buyer's salon. Additionally, Ms. Wendy Kallergis spoke on behalf of the fashion segment of the event. An unidentified staff member noted the event would also feature a Caribbean Miami International Fashion Week segment.

In response to Commissioner Diaz's question regarding the type of services provided for children in the community, Ms. Sobol noted that the organization was working with the DASH program for high school and college students.

**VI. A.-4. Deering Estate Foundation, Inc. Requested \$15,000**

Ms. Mary Petit, Executive Director of Deering Estate Foundation, Inc., presented a brief overview of the event and read an article from the L.A. Times newspaper regarding the 5<sup>th</sup> Annual Seafood Festival that would be held on March 29, 2009. She noted the organization's new ticketing system increased participation in the event nationwide. Ms. Petit requested additional funding.

**VI. A.-6 Historical Association of Southern Florida, Inc. Requested \$13,510**

Ms. Marsha Kanner, Manager of the 2009 Miami International Map Fair, gave a brief overview of the successful event. She spoke of the large attendance that was consistent with last year's attendance, and of partnerships that included the Miami Heat. Ms. Kanner thanked the TDC members for their support.

**VI. A.-7. Miami Bach Society, Inc. Requested \$25,000**

Mr. Volker Anding, PhD, representing the Tropical Baroque Music Festival X, gave a brief presentation and thanked the TDC members for their support. He noted that children had free admission and college students were admitted for \$5.00. Mr. Anding also noted the organization's marketing efforts and the event were internationally known.

**VI.A-9. Miami Light Project Inc. Requested \$15,000**

Mr. Pete Halpern, representing Miami Light Project, gave an overview of the Global Cuba Fest, which she noted was celebrating its 20<sup>th</sup> anniversary. He thanked the TDC Council for their support and read a letter from the City of Miami Beach's Cultural Affairs Program Manager.

**VI. A.-11. National Foundation for Advancement in the Arts, Inc. Requested \$25,000**

Ms. Christina De Paul, president of the National Foundation for Advancement in the Arts, Inc., gave a brief presentation on the Young Arts Week 2009 event. She noted that 120 hotel rooms were used by participating students nationwide and other rooms were occupied by parents who attended the event within a seven (7) day period. She expressed her appreciation to the TDC members for their support.

**VI. A.-12. National Gay and Lesbian Task Force Foundation, Inc. Requested \$10,000**

Mr. Michael Bath, representing the National Gay and Lesbian Task Force Foundation, Inc., presented an overview of the Winter Party Festival 2009 featured events. He noted the attendance exceeded last year's record and additional money was needed to invest in marketing.

In response to Mr. Blumberg's question regarding whether the National Gay and Lesbian Task Force Foundation, Inc. had received the Miami Beach Visitor and Convention Authority (VCA) Grant, Mr. Bath noted that the VCA grant was approved and totaled \$35,000.

**VI. A.-14. Performing Arts Center Trust, Inc. dba The Adrienne Arsht  
Center for the Performing Arts of Miami-Dade County Requested  
\$25,000**

Ms. Gisel Ferro, representing the Flamenco Festival Miami event of the Performing Arts Center Trust, Inc., noted the event was featured in six (6) cities in the United States and Miami was the only city in the south eastern region in which this event was held

**VI. A.-15. Red Chemistry, Inc. Requested  
\$15,000**

Ms. Ana Estevez, representing the Romance in a Can, 2009 event, thanked the TDC members for their support and gave a brief presentation noting that students from middle and senior high schools attended the event. She added that some celebrities also attended.

**VI. A. - 17. South Florida Bluegrass Association, Inc. Requested  
\$15,000**

Ms. Marianne Napolitao, representing the 31<sup>st</sup> Annual Everglades Bluegrass Festival of the South Florida Bluegrass Association, Inc., presented a brief overview of the event that was moved to Haulover Beach because the organization lost its facility. She noted the added marketing efforts were to ensure the success of the event at the new location. Ms. Napolitao asked the TDC members to reconsider additional funding for this continuing event due to the expenses of the new location.

**VI. A. – 18. South Florida Composers Alliance, Inc. Requested  
\$15,000**

The Director of the South Florida Composers Alliance, Inc, gave a brief presentation and provided handouts in addition to a display that was created by some participating students from Miami Senior High School in the event's program, called "Creative Design by Youth".

**VI. A.-20. The Unconservatory Inc. Requested  
\$6,000**

Mr. Kirk Whipple, representing the Unconservatory 2008-2009 Second Quarter event thanked the Council members for their support and noted that any additional monies received would be used for marketing. He gave a brief presentation on the events that received international recognition and provided a handout of their recently formed group called "Westchester Arts District". He requested more funding to assist with marketing in Miami-Dade, Broward and Palm Beach Counties.

**VI. A.-22. Women's International Film & Arts Festival, Inc. Requested  
\$25,000**

Ms. Yvonne McCormack, representing the 4<sup>th</sup> Annual Women's International Film and Arts Festival, gave a brief overview of the international event and provided handouts. She noted the

mission was to present films by or about women. Ms. McCormack also noted the event featured a program called "Real Girls, Real Women" for young girls who desired to act. She noted the organization had other partners; however, some sponsors were lost. Ms. McCormack requested the TDC members to match last year's funding that totaled \$10,000.

In response to Commissioner Diaz' question regarding what program the organization partnered with, Ms. McCormack noted they had partnered with an organization called "Girl Power" and would be working with an organization called "Honey Shine" this summer.

**B. Special Events/Promotions (Non-Profit) – First Time**

**VI.B-3. Gold Coast Railroad Museum, Inc. Requested \$25,000**

Mr. Rick Olsen, representing the Day Out with Thomas 2009 event of the Gold Coast Railroad Museum, Inc. gave a brief presentation and noted its 5<sup>th</sup> anniversary. He noted the days of the event had decreased to four (4), but the event had 12,000 participants, which was the same number as last year. Mr. Olsen pointed out this successful event had nationwide participants.

**VI.B-4. Miami City Ballet, Inc. Requested \$25,000**

Mr. Mark Cole, representing the Miami City Ballet's Manhattan Debut, which was featured at the New York City Center, noted its financial and artistic success that had received national and international press. He added that Miami was acclaimed as a cultural destination. He also read an article's heading from the press book that supported the event, which was available for the TDC members to review. The press release read, "Miami makes its mark on Jada New York Crowd" and from an article in the New York Times magazine, Mr Cole noted.

Commissioner Diaz congratulated Mr. Cole for their accomplishments.

**D. Special Events/Promotions (Non-Profit) -- Ongoing**

**VI. D-1. Center for the Advancement of Jewish Education, Inc. Requested \$10,000**

Ms. Ellen Wedner gave a brief presentation regarding the 12<sup>th</sup> Annual Miami Jewish Film Festival and noted that advertisement of films was added to this year's expenses. She also noted in an effort to bring in special guests and have good public relations, the budget and costs for marketing had to be expanded. Ms. Wedner noted that the organization needed financial support and she thanked the TDC Council for their support.

**G. Sports (Non-Profit) Ongoing**

**VI. G-1. Junior Orange Bowl Committee, Inc. Requested \$15,000**

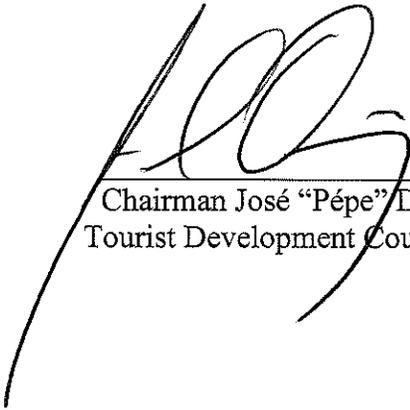
Mr. Mark Pidal, Administrative Director of the Junior Orange Bowl Committee, Inc., gave a brief presentation regarding the successful International Tennis, Golf and Chess, and the National Basketball and Ice Hockey events. He spoke of the large attendance by youth and

family members that occupied over 1,800 hotel rooms throughout Miami-Dade County, and he requested additional funding to support both transportation and facility rental expenses.

Commissioner Diaz thanked all the attendees for coming and he noted that they would be informed of the next scheduled TDC meeting after the other members had reviewed the recording from today's (3/17) meeting.

**Adjournment**

There being no further business to come before the TDC, the meeting adjourned at 9:13 a.m.



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Chairman José "Pépe" Diaz,  
Tourist Development Council





**Panel Meeting**  
**Tuesday, March 17, 2009 8AM**  
**Stephen P. Clark Center**  
**111 NW First Street**  
**18th Floor, Conference Room 18-2**  
**Miami, Florida**

**AGENDA**

- I. Additions, Deletions, Withdrawals**
- II. Conflict of Interest**
- III. Items for Approval**
  - A. Minutes of the November 6, 2008 Meeting**
  - B. 2009 Sunset Review**
  - C. TDC Nomination Committee Report and Recommendation**
- IV. Reports and Discussion Items**
  - A. Updated Budget / Financial Position and Funding Recommendations for FY2008-09 Second Funding Period**
- V. Citizens' Presentations**
- VI. Grant Applications and Recommendations - Second Funding Period**
  - A. Special Events/Promotions (Non-Profit) -- Continuing**

	Request	Subcommittee Recommendation
1. American Public Media/Classical South Florida <i>SymphonyCast Special Edition – The Cleveland Orchestra Live from Miami</i>	13,500	13,500
2. Coconut Grove Arts & Historical Association, Inc. <i>46<sup>th</sup> Annual Coconut Grove Arts Festival</i>	25,000	22,500
3. Council of International Fashion Designers, Inc. <i>Miami Fashion Week</i>	25,000	5,000
4. Deering Estate Foundation, Inc. <i>5<sup>th</sup> Annual Deering Seafood Festival on the Bay</i>	15,000	5,000
5. Dr. Martin Luther King, Jr. Parade & Festivities Committee, Inc. <i>Dr. Martin Luther King, Jr. Parade &amp; Festivities Committee, Inc.</i>	10,000	5,000
6. Historical Association of Southern Florida, Inc. <i>2009 Miami International Map Fair</i>	13,510	5,250

		Request	Subcommittee Recommendation
7.	Miami Bach Society, Inc. <i>Tropical Baroque Music Festival X</i>	25,000	6,000
8.	Miami Contemporary Dance Company <i>International Dance Project: Miami Italia</i>	15,000	6,750
9.	Miami Light Project, Inc. <i>Global Cuba Fest</i>	15,000	5,000
10.	Miami Symphony Orchestra, Inc. <i>Miami Symphony 20<sup>th</sup> Anniversary Season</i>	25,000	5,000
11.	National Foundation for Advancement in the Arts, Inc. <i>youngARTS Week 2009</i>	25,000	12,000
12.	National Gay and Lesbian Task Force Foundation, Inc. <i>Winter Party Festival 2009</i>	10,000	5,000
13.	New World Symphony, Inc. <i>Charles Ives Pioneer Modernist: An NWS In-Context Festival</i>	15,000	11,250
14.	Performing Arts Center Trust, Inc. dba The Adrienne Arsht Center for the Performing Arts of Miami-Dade County <i>Flamenco Festival Miami</i>	25,000	7,000
15.	Red Chemistry, Inc. <i>Romance in a Can 2009</i>	15,000	6,750
16.	Rotary Foundation of South Miami, Inc. <i>South Miami Rotary Art Festival</i>	15,000	3,000
17.	South Florida Bluegrass Association, Inc. <i>31<sup>st</sup> Annual Everglades Bluegrass Festival</i>	15,000	6,750
18.	South Florida Composers Alliance, Inc. <i>Subtropics Experimental Music and Sound Arts Festivals</i>	15,000	5,000
19.	St. Stephen's Episcopal Church, Inc. <i>St. Stephen's Arts and Crafts Show</i>	15,000	4,000
20.	Unconservatory, Inc., The <i>The Unconservatory 2008-2009 Second Quarter Events</i>	6,000	4,000
21.	United Haitian American Artists, Inc. <i>21<sup>st</sup> Annual Haitian Independence Day Gala</i>	15,000	5,000
22.	Women's International Film & Arts Festival, Inc. <i>4<sup>th</sup> Annual Women's International Film and Arts Festival</i>	25,000	5,000

**B. Special Events/Promotions (Non-Profit) -- First Time**

1.	Acting for All, Inc. <i>1<sup>st</sup> Annual "Best of" Arts &amp; Mind Arts Show</i>	15,000	3,000
2.	Back Bone Cultural Group, Inc. <i>Ghana Art &amp; Culture for Black History Month</i>	5,000	2,300
3.	Gold Coast Railroad Museum, Inc. <i>Day Out with Thomas 2009</i>	25,000	5,000
4.	Miami City Ballet, Inc. <i>Miami City Ballet's Manhattan Debut at New York City Center</i>	25,000	15,000

	Request	Subcommittee Recommendation
<b>C. Special Events/Promotions (For-Profit) – First Time</b>		
1. <b>Classical Review, Inc., The</b> <i>South Florida Classical Review.com</i>	5,000	3,500
<b>D. Special Events/Promotions (Non-Profit) -- Ongoing</b>		
1. <b>Center for the Advancement of Jewish Education, Inc.</b> <i>12<sup>th</sup> Annual Miami Jewish Film Festival</i>	10,000	6,000
2. <b>Coconut Grove Chamber of Commerce</b> <i>Great Taste of the Grove 2009</i>	15,000	5,000
3. <b>Miami Dade College Foundation, Inc.</b> <i>2009 Miami International Film Festival</i>	25,000	20,000
<b>E. Special Events/Promotions (Government) – Continuing</b>		
1. <b>City of Miami Beach – Department of Tourism and and Cultural Development</b> <i>Miami Beach Festival of the Arts</i>	15,000	5,250
2. <b>City of Miami Gardens</b> <i>4<sup>th</sup> Annual Jazz in the Gardens Music Festival</i>	12,000	12,000
<b>F. Special Events/Promotions (Government) – First Time</b>		
1. <b>Miami-Dade County Park and Recreation Department</b> <b>(Operations Region 4)</b> <i>Miami International Agricultural and Cattle Show</i>	25,000	15,000
<b>G. Sports (Non-Profit) - Ongoing</b>		
1. <b>Junior Orange Bowl Committee, Inc.</b> <i>International Tennis, Golf and Chess and National Basketball and Ice Hockey</i>	15,000	10,000
<b>H. Sports (For-Profit) – First Time</b>		
1. <b>Excel Events and Productions, LLC</b> <i>Miami International Triathlon</i>	15,000	5,000

**Adjournment**



**Panel Meeting**  
**Tuesday, March 17, 2009 8AM**  
**Stephen P. Clark Center**  
**111 NW First Street**  
**18th Floor, Conference Room 18-2**  
**Miami, Florida**

### Citizens' Presentations

**A. Special Events/Promotions (Non-Profit) -- Continuing**

	Request	Subcommittee Recommendation
1. American Public Media/Classical South Florida <i>Douglas Evans</i>	13,500	13,500
3. Council of International Fashion Designers, Inc. <i>Beth Sobol, Wendy Kallergis</i>	25,000	5,000
6. Historical Association of Southern Florida, Inc. <i>Marcia Kanner</i>	13,510	5,250
7. Miami Bach Society, Inc. <i>Dr. Volker Anding</i>	25,000	6,000
11. National Foundation for Advancement in the Arts, Inc. <i>Christina De Paul</i>	25,000	12,000
12. National Gay and Lesbian Task Force Foundation, Inc. <i>Michael Bath</i>	10,000	5,000
13. New World Symphony, Inc. <i>David Sepulveda</i>	15,000	11,250
14. Performing Arts Center Trust, Inc. dba The Adrienne Arsht Center for the Performing Arts of Miami-Dade County <i>Giselle Ferro</i>	25,000	7,000
15. Red Chemistry, Inc. <i>Ana Estevez</i>	15,000	6,750
16. Rotary Foundation of South Miami, Inc. <i>Linda Kaplan, Ellen Book</i>	15,000	3,000
17. South Florida Bluegrass Association, Inc. <i>Marianne Napolitano, Tim Capps, Mike Hatcher</i>	15,000	6,750
20. Unconservatory, Inc., The (can he go out of order, needs to catch a flight this morning) * # 1 <i>Kirk Whipple, Ubaldo Henriquez</i>	6,000	4,000
22. Women's International Film & Arts Festival, Inc. <i>Yvonne McCormack-Lyons</i>	25,000	5,000

**B. Special Events/Promotions (Non-Profit) -- First Time**

3.	Gold Coast Railroad Museum, Inc. <i>Rick Olsen</i>	25,000	5,000
4.	Miami City Ballet, Inc. <i>Mark Cole</i>	25,000	15,000

**D. Special Events/Promotions (Non-Profit) -- Ongoing**

1.	Center for the Advancement of Jewish Education, Inc. <i>Ellen Wedner</i>	10,000	6,000
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**F. Special Events/Promotions (Government) – First Time**

1.	Miami-Dade County Park and Recreation Department (Operations Region 4) <i>Kevin M. Kirwin</i>	25,000	15,000
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**G. Sports (Non-Profit) - Ongoing**

1.	Junior Orange Bowl Committee, Inc. <i>Mark Pidal</i>	15,000	10,000
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**H. Sports (For-Profit) – First Time**

1.	Excel Events and Productions, LLC <i>Amaury da Costa, Wilber Anderson</i>	15,000	5,000
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**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
November 6, 2008**

The Tourist Development Council (TDC) convened in the 10<sup>th</sup> floor Citizens Independent Transportation Trust's Conference room in the Stephen P. Clark Center, 111 Northwest First Street, Miami, Florida at 8:00 a.m. on March 18, 2008. There being present, Chairman José "Pepe" Diaz and members, Mr. Stuart Blumberg, Mayor Mattie Herrera Bower, Mr. Juan Carlos Palacios, Mr. William Perry III, Commissioner Michelle Spence Jones, and Ms. Olga Ramudo (Ms. Carmen Corvois-Roig was absent).

The following staff members were present: Mr. Michael Spring, Director, Department of Cultural Affairs; Mrs. Nikenna D. Benjamin, Grants Program Administrator; Mrs. Liliana Hernandez, Grants Program Assistant; Assistant County Attorney Stephen Stieglitz, and Deputy Clerk Karen Leonard.

Also present was Mr. Bill Talbert, President/CEO of the Greater Miami Convention Visitor's Bureau.

Chairman Diaz called the meeting to order at 8:19 a.m. He asked Council members and other participants at today's (11/6) meeting to state their names for the record. He welcomed Commissioner Michelle Spence Jones and Mr. Juan Carlos Palacios as new members of the Tourist Development Council.

**I. Additions, Deletions, Withdrawals-None Presented**

There were no additions, deletions, or withdrawals from today's agenda.

**II. Conflict of Interest**

Mr. Michael Spring, Director, Department of Cultural Affairs, indicated that a conflict of interest existed for a TDC member on any item before the TDC if any of the following instances applied:

- the TDC Board Member was a paid staff member of an applicant organization;
- the TDC Board Member served on the Board of Directors of an applicant's Organization; and
- the TDC Board Member made a contribution of at least \$1,000 to an applicant's organization within the last three years.

Mr. Spring noted that the conflict of interest policy also applied if any member of a TDC Board members' immediate family fell into those categories.

**III. Items for Approval**

**A. Minutes of the June 10, 2008 Meeting**

It was moved by Mr. Blumberg that the minutes of the June 10, 2008 TDC meeting be approved. This motion was seconded by Mayor Bower, and upon being put to a vote, passed by a unanimous vote of those members present.

**B. FY 2008-2009 Renewal of Targeted/Set-Aside Grants**

Mr. Spring provided an outline of the Fiscal Year (FY) renewal of targeted and set-aside grants and referred to the memorandum which indicated no applicants were added since the prior year. He noted that the applicants were active with TDC in the past and considered to be essential to tourism which involved the visitor centers and publications that promoted the cultural and special events.

It was moved by Mr. Blumberg that the Council approve the FY2008-2009 Renewal of Targeted/Set-Aside Grants. This motion was seconded by Mayor Bower and upon being put to a vote, passed by a vote of 7-0. (Ms. Carmen Corvois-Roig was absent)

**C. GALA Choruses and American Choral Directors Association**

Mr. Spring provided a brief overview of the TDC's involvement in the initiative to attract and secure the GALA Choruses and American Choral Directors Association. He referred to the memorandum noting TDC was part of a team which was tasked with securing funds for those conferences. Therefore, TDC's staff recommended supplementing the original grant with added funds in order to ensure the initial commitment. Mr. Spring added that TDC staff identified unused funds from prior years, so the supplement funds for the foregoing item would not affect the upcoming year's budget.

It was moved by Mr. Blumberg that the Council approve the recommended supplement for the FY2008-09 Renewal of Targeted/Set-Aside Grants to fund the GALA Choruses and American Choral Directors Association event. This motion was seconded by Mayor Bower, and upon being put to a vote passed by a vote of 7-0. (Ms. Carmen Corvois-Roig was absent).

**IV. Reports and Discussion Items**

**A. TDC Nomination Update**

Mr. Spring provided an update on the status of TDC membership vacancies. He congratulated Commissioner Michelle Spence Jones and Mr. Juan Carlos Palacios on recently becoming members and noted one vacancy was left.

**B. Updated Budget/Financial Position and Funding Recommendations for FY2008-09 First Funding Period**

Mr. Spring provided a brief update and advised Tourist Development Council (TDC) members that they were beginning the fiscal year in a strong financial position. He noted the budget was composed of the following revenue sources: \$925,000 in the tourist development room tax and

\$100,000 from the hotel/motel food and beverage surtax. In addition, he noted unused money which was carried over from last fiscal year and additional unused grants totaled \$1.66 million.

Mr. Spring noted that the \$1.66 million was allocated into four quarters of the fiscal year in order to ensure the budget would cover each quarter and that applicants would have enough resources throughout the year to be supported fairly. He noted that a reserve fund was created for any needed adjustments recommended by the Council in addition to a shoulder season fund that was designed to provide some targeted funds to activities that may occur during the slower summer months.

Mr. Spring stated that in the first quarter of the funding period, TDC had 35 applicants requesting total of \$750,000. He noted (34) of those applications were non profit organizations and one (1) applicant was a for-profit organization. He also noted ten (10) applicants were new, nineteen (19) applicants were for continuing projects, and six (6) applicants were for ongoing grants entering into another 5 year cycle.

Mr. Spring noted TDC staff and Subcommittee met to review the applications and made the recommendations included in the agenda package. He also noted the thirty-one (31) organizations were recommended for a total of \$330,000 in addition to the funds that were approved for the target/set-aside grant and the supplement that would support the two conferences. Mr. Spring noted there was approximately \$83,000 in the reserve account in addition to the \$50,000 shoulder season fund.

Mr. Spring advised the TDC members that two organizations withdrew their application, one was deferred to a future funding period, and the other was referred to other grant programs.

#### **V. Citizen's Presentations**

#### **VI. Grant Applications and Recommendations – First Funding Period**

Mr. Spring requested that the TDC members review the applications and hear a brief statement from the representatives of those organizations that were present.

##### **A. Special Events/Promotions (Non-Profit) – Continuing**

<b>VI. A-1</b>	<b>Center for Emerging Art, Inc.</b>	<b>Final Recommendation</b>
		<b>\$5,000</b>

Ms. Ava Rado, representing the Center for Emerging Art, Inc. appeared before the Council and presented a brief overview of the Music Map of the World event. She noted how the small grass roots organization had succeeded and how it had designed and provided coloring books to children in the community. Ms. Rado thanked the TDC for the recommended \$5,000, but requested additional funds from their initial request for \$8,000.

<b>VI. A-2</b>	<b>Centro Cultural Brasil-USA da Florida, Inc.</b>	<b>Final Recommendation</b>
		<b>\$5,400</b>

Ms. Gloria Jones, representing Centro Cultural Brasil-USA da Florida, appeared before the Council and thanked the members for their support. She also noted the organization's marketing efforts.

**VI.A-5                      Edge Zones, Inc.    Final Recommendation**  
**\$7,500**

Charo Oquet appeared before the Council and provided a brief update of the internationally known Zones Contemporary Art Fair event. She spoke about the loss of the organization's building due to lack of funding and requested additional funds.

Later in the meeting, it was moved by Commissioner Jones that the Council approve the FY 2008-09 recommendation with an increased amount from \$5,000 to a recommended amount of \$10,000; however the recommendation was amended following an even vote and at Chairman Diaz' request.

It was moved by Commissioner Jones that the Council approve an increase in the Fiscal Year (FY) 2008-09 First Funding Period recommendations from \$5,000 to a recommended amount of \$7,500. This motion was seconded by Mr. William Perry III, and upon being put to a vote, passed by a vote of 6-0 (Mr. Blumberg voted "No." Ms. Carmen Corvois-Roig was absent.).

**VI.A-9                      Florida International University Board of Trustees                      Final Recommendation**  
**\$7,500**

Ms. Christine Connor, representing Florida International University Board of Trustees, appeared before the Council and presented a brief overview of the Frost Museum and its expeditions. She thanked the Council members for their support and requested additional funding.

**VI. A-12                      Miami Short Film Festival, Inc.    Final Recommendation**  
**\$6,750**

Mr. William Villa, representing Miami Short Film Festival, Inc., appeared before the Council and provided a brief overview of the event. He noted the organization's partnership with the Miami Art Museum and thanked the Council members for their support.

It was moved by Commissioner Jones that the Council approve an increase in the FY2008-09 First Funding Period recommendations from \$6,700 to a recommended amount of \$10,000. This motion died due to lack of a second.

**VI. A-13                      Museum of Science, Inc.    Final Recommendation**  
**\$12,000**

Mr. Tony Lima, representing the Museum of Science, Inc., appeared before the Council and expressed appreciation for their support. He also referred to the media clippings and how the local talent was a part of the event's opening celebration. Mr. Lima emphasized the difficulty in obtaining marketing dollars and requested additional funding to impact the tourist area.

**B.                      Special Events/Promotions (Non-Profit) – First Time**

**VI. B-1                      Artformz, LLC    Final Recommendation**  
**\$10,000**

Ms. Alette Simmons-Jimenez, representing the Artformz, LLC, appeared before Council members and presented an overview of the Giants in the City event. She noted that grants were received for this ongoing project which would continue for three more years. Ms. Jimenez thanked the TDC members for the recommended \$10,000 and requested additional funding.

**VI.B-4          Diaspora Vibe Cultural Arts Incubator, Inc.          Final Recommendation  
\$7,500**

It was moved by Commissioner Jones that the Council approve an increase in the FY2008-09 First Funding Period recommendations from \$7,500 to a recommended amount of \$10,000. This motion died due to lack of a second.

**VI. B-7                  Miami Carnival Inc.                  Final Recommendation  
\$10,000**

A representative of Miami Carnival, Inc. appeared before the Council on behalf of Mr. Marlin Hill and provided a brief overview of the Caribbean Mardi Gras 25<sup>th</sup> anniversary. He spoke of the various venues that would be featuring the carnival. He requested that the recommended amount be increased.

**D.          Special Events/Promotions (Non-Profit) – Ongoing**

**VI.D-1          Actor’s Playhouse Productions, Inc.          Final Recommendation  
\$20,000**

Ms. Barbara Stein-Jones, representing the Actor’s Playhouse Productions, appeared before the Council and noted that the organization had established a marketing partnership with the Spanish Broadcasting System to reach the diverse community. She thanked the Council members for their support.

**VI.D-6          Trinidad & Tobago Saga Boys International, Inc.          Final Recommendation  
\$5,000**

Mr. Norris Forde, representing Trinidad & Tobago Saga Boys International, Inc., appeared before the Council and provided a brief overview of the Miami Calypso Fiesta Program. He noted it was unfortunate that the event would undergo some cut backs due to lack of funding.

In response to Mr. Perry’s inquiry regarding sustainability of the events noted by the foregoing applicant and why the amount of funds requested was not greater, Mr. Spring explained that it was recommended the applicant be granted the full funding that was requested, which totaled \$5,000; however, since the recommendation was made, the organization identified added expenses and was now requesting more funding.

**VI.E-2          Miami-Dade County Park and Recreation Department          Final Recommendation  
\$12,000**

Mr. George Parrado, representing the Miami-Dade Park and Recreation Department, appeared before the Council and provided a brief overview of the Ribfest event. He expressed appreciation of TDC’s support.

**VI.H-3 Miami Beach Chamber of Commerce****Final Recommendation  
\$20,000**

Ms. Donna Zemo, representing the Miami Beach Chamber of Commerce, appeared before the Council and thanked the members for their support, which she noted would assist the organization in providing excellent service to tourists throughout Miami.

Following the presentations, discussion included the process of considering increasing funding to some organizations and the impact that increased funding would have on TDC's ability to fund other projects within that fiscal year.

Mr. Spring concurred with Mr. Talbert's comments regarding other resources available for the applicants, noting that TDC staff encouraged the applicants to pursue other public sources to support them. He noted a summary sheet was included in the package indicating the other sources that were pursued by the applicants.

Mr. Blumberg explained TDC's voting process to approve the staff's recommended grants and noted how difficult the decision was when working with a limited budget. He noted that nevertheless, the Council had been fair.

It was moved by Mr. Blumberg that the Council approve the following (FY) 2008-09 First Funding Period recommendations. This motion was seconded by Commissioner Bower, and upon being put to vote, passed by a vote of 6-0 (Council member Ms. Carmen Corvois-Roig was absent).

**Special Events/Promotions Nonprofit Organizations (Continuing)**

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
III.-C	GALA Choruses	\$16,960
III.-C	American Choral Directors Association	\$17,500
VI.A-1	Center of Emerging Art, Inc.	\$5,000
VI.A-2	Centro Cultural Brasil-USA da Florida Inc.	\$3,500
VI.A-3	Cultural Council, Inc. The	\$5,400
VI.A-4	Dave and Mary Alper Jewish Community Center, Inc.	\$13,500
VI.A-6	Exponica International, Inc.	\$13,500
VI.A-7	Florida Dance Association, Inc.	\$18,000
VI.A-8	Florida Film Institute, Inc. F/a Florida Media Market, Inc.	\$3,000
VI.A-9	Florida International University Board of Trustees	\$7,500
VI.A-10	GableStage, Inc.	\$9,000
VI.A-11	Miami Book Fair International, Inc.	\$22,500
VI.A-12	Miami Short Film Festival Inc.(	\$6,750
VI.A-13	Museum of Science, Inc.	\$12,000
VI.A-14	University of Miami School of Music	\$13,500

**Special Events/Promotions Non-Profit Organizations (First Time)**

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
VI.B-1	Artformz, LLC	\$10,000
VI.B-2	Buena Vista East Historic Neighborhood Association	Deferred
VI.B-3	Camposition, Inc.	\$12,500
VI.B-4	Diaspora Vibe Cultural Arts Incubator, Inc.	\$7,500
VI.B-5	Family & Children Faith Coalition, Inc.	\$7,500
VI.B-6	Florida International University Board of Trustees, African New World Studies	CG
VI.B-7	Miami Carnival, Inc.	\$10,000
VI.B-8	Miami Children's Museum	\$20,000

**Special Events/Promotions For-Profit Organizations (First Time)**

VI.C-1	Peninsula Sculpture, LLC	\$10,000
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**Special Events/Promotions Non-Profit Organizations (Ongoing)**

VI.D-1	Actor's Playhouse Productions, Inc.	\$20,000
VI.D-2	Bayfront Park Management Trust Corporation	\$7,500
VI.D-3	Greater So. Dade/So. Miami/Kendall Chamber of Commerce, Inc. dba Chamber South	\$6,000
VI.D-4	Jamaica Awareness, Inc.	\$10,000
VI.D-5	Tigertail Productions, Inc.	\$12,000
VI.D-6	Trinidad & Tobago Saga Boys International, Inc.	\$5,000

**Special Events/Promotions Government (Continuing)**

VI.E-1	City of Sunny Isles Beach	\$15,000
VI.E-2	Miami-Dade County Parks and Recreation Department (Operations Region 5)	\$12,000

**Sports Non-Profit Organizations (First Time)**

VI.F-1	PR Racing Miami, LLC	\$5,000
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**Sports For-Profit Organizations (Continuing)**

VI.G-1	South Florida Super Bowl Host Committee, Inc.	\$25,000
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**Adjournment**

There being no further business to come before the TDC, the meeting was adjourned at 9:08 a.m.

\_\_\_\_\_  
Chairman Jose "Pepe" Diaz  
Tourist Development Council





20533 Biscayne Boulevard #358, Aventura, Florida 33180  
305-358-1800

March 12, 2009

Dear TDC Panel Members

After 26 years at the same location in a beautiful Old Oak Grove in Ives Dairy, The South Florida Bluegrass Association was forced to move last October. The Miami-Dade County School Board closed and fenced off the entire property, leaving us no choice but to find another suitable location to hold our festivals.

In December we were able to partner with the Miami-Dade County Parks and Recreation Department. They offered us Haulover Beach Park and Marina located at 10800 Collins Ave., Miami Beach to hold our 31<sup>st</sup> Annual 3-day Everglades Bluegrass Music Festival. The dates were February 27<sup>th</sup>, 28<sup>th</sup> and March 1<sup>st</sup>.

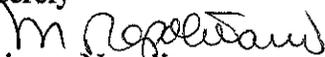
The SFBA had little time from mid December to mid February to get the word out about our huge change in venue. We advertised in publications and locations we never used before and doubled our efforts to spread the news. Our organization agreed it was prudent to spend over \$12,000.00 on advertising since this was our first time at Haulover Beach. A wise man told me "it does not matter that you have done this 30 times before, when you change locations it is as if it is the very first time".

In reference to TDC policy on page 3 of the guidelines and application form, we should be considered as a new project. Our large-scale event moved more than 10 miles from its original site. An Old Oak Grove, just off of I-95 and Ives Dairy Road is worlds away from a parking lot at Haulover Beach Park and Marina on Miami Beach.

The SFBA would appreciate an increase in the recommended grant amount of \$6,750.00. This amount was based on 90% of last years amount, instead of considering our application as a new project.

Thank you for your reconsideration.

Sincerely

  
Marianne Napolitano  
Treasurer, SFBA

sponsorship of an eligible not-for-profit, tax-exempt organization or for-profit organization. An application submitted by a fiscal agent requires that the sponsoring organization meet all eligibility and grant compliance requirements as outlined in the guidelines. An organization applying as Fiscal Agent for an individual or another organization may apply again during the fiscal year for its own project.

Organizations that receive an annual set-aside grant from the Tourist Development Council will not be considered for additional funding for the same or a different/separate project.

Charitable organizations whose primary mission does not reflect a strong arts, entertainment, sports or media focus and/or are dedicated to fundraising for a cause not associated with the arts, entertainment, sports or media activities are not eligible to apply to the Tourist Development Council for funding support. A charitable contribution, as defined, is "a donation made to a cause or an organization whose mission is predominantly unrelated to the donor organization's mission."

Grantees must provide the TDC with documentation substantiating the nature and purpose of each and any contribution(s) to other causes or organizations from proceeds generated from a TDC-funded project.

**Note: Organizations may only apply once in a program-funding year (October 1 - September 30) with the exception of colleges, universities and units of governments. These groups are eligible to apply twice in a fiscal year as long as a different department, school or division within the college, university or government is the sponsor of the event.**

**CATEGORIES**

The Tourist Development Council awards grants to not-for-profit, local government and/or municipalities, and for-profit organizations producing tourist-oriented activities in three categories:

- ◆ **Sporting events** - including professional and amateur level national and international competitions. **Collegiate sporting activities are ineligible, except for major one-time tournaments or events with significant, quantifiable tourism impact for Miami-Dade County.**
- ◆ **Special Events/Promotions** - including major festivals, performances and programs attracting national and international attention and national and international conferences with significant cultural and/or special events components.
- ◆ **Television** - telecast programs, syndicated productions, and documentaries promoting Miami-Dade County. Commercial films/movies are not eligible for funding through the TDC.

**FUNDING REQUEST CAPS**

As outlined in the divisions below, funding request caps for New/First Time and Ongoing projects will be based on the applicant's total project budget (cash expenses + no more than 25% in-kind):

**Division A - Total Project Budget of \$50,000 or less may request up to \$5,000**

**Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000**

**Division C - Total Project Budget above \$250,000 may request up to \$25,000**

The TDC encourages applicant organizations to diversify financial support by pursuing other public and private sources of funding. To this end, the TDC employs the following reduction formula when making funding recommendations for a return event or organizational activity (one that received funding in the prior fiscal year):

YEAR	NOT-FOR-PROFIT / GOVERNMENT ENTITY	FOR-PROFIT
1	Initial Grant Recommendation	Initial Grant Recommendation
2	No more than 90% of initial grant award	No more than 66% of initial grant award
3	No more than 80% of initial grant award	No more than 33% of initial grant award
4	No more than 70% of initial grant award	\$0 recommended
5	No more than 60% of initial grant award	\$0 recommended
6	Project is considered for a new cycle of funding based, in part, upon its demonstrated track record and the degree to which the project has increased its tourism and community impact	\$0 recommended

It is TDC policy to consider as a new project, any large-scale event that moves more than ten (10) miles from its original site, or any organizational activity that is programmatically different, and is conceptually and artistically distinct from the previously funded activity.



20533 Biscayne Boulevard #358, Aventura, Florida 33180  
305-358-1800

February 2009

TDC

Advertising dollars spent for 31<sup>st</sup> Everglades Bluegrass Festival because of loss of our Old Oak Grove location and this years move to a new venue at Haulover Beach

The Cover of 'Welcome to Miami and The Beaches' tourist magazine Distributed to all hotels and tourist locations.	2900.00
The production and distribution of 12,000 color, 2 sided flyers	1600.00
Flyer distribution opportunity to 30,000 people at the Chili Cook off	600.00
Miami Herald Advertising in all Neighbors and 2 weekender issues Plus Internet Blast	3000.00
Increase in ad frequency with WKIS-FM	500.00
Full page color ad in Bluegrass Unlimited Magazine, distributed worldwide	1000.00
The Bluegrass Blog, advertising on the internet	250.00
Banners to be placed at a Rodeo, Greynolds Park and Haulover Beach	900.00
Advertise at Homestead Rodeo and at Broward Folk Society event	400.00
New Times Advertising	350.00
Newsletters to our membership	900.00
	Total 12,400.00



## HAULOVER BEACH PARK AND MARINA



**HAULOVER BEACH PARK  
AND MARINA  
10800 COLLINS AVE.  
MIAMI BEACH, FL 33154  
305-947-3525**

[www.co.miami-dade.fl.us/parks/parks/haulover\\_park.htm](http://www.co.miami-dade.fl.us/parks/parks/haulover_park.htm)



Call 305-755-7848 (V/TDD)  
for materials in accessible format,  
information on access for Persons with  
Disabilities or sign language interpreters (five  
days in advance). Surf chair available for persons  
with disabilities upon request.

# Welcome

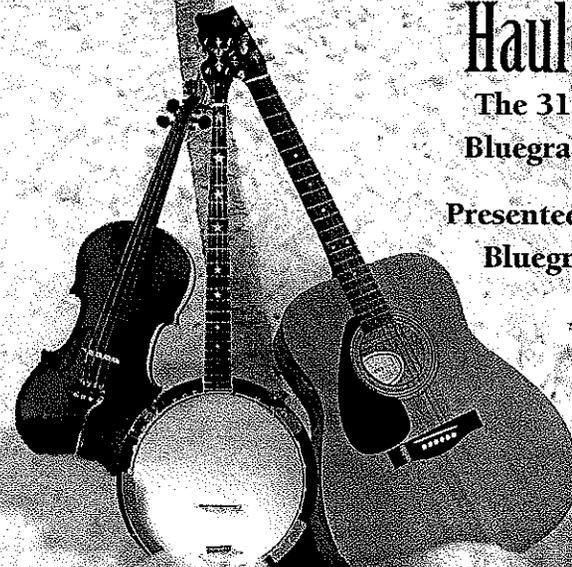
to Miami and the Beaches

## Bluegrass on Haulover Beach

The 31st Annual 3-Day  
Bluegrass Music Festival

Presented by South Florida  
Bluegrass Association

see page 6



February 22, 2009

Maps ▶ Shopping ▶ Dining ▶ Entertainment

Miami Beach, Florida

# OCEAN & PALM

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Spacious fresh water pool  
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with ocean breezes

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to our sponsors!



The Miami Herald

[southfloridabluegrass.com](http://southfloridabluegrass.com)



### Important Information

In an effort to keep this event safe and pleasurable.

- Security on duty.
- No outside food or coolers allowed in concert area.
- You can bring your own lawn chairs.
- No pets allowed in the concert area.
- No alcoholic cans, bottles or coolers in concert area.
- No motorized vehicles allowed in concert area (unless approved)
- Absolutely no drugs allowed on grounds
- Amplified instruments & disorderly conduct prohibited
- We reserve the right to refuse admission to anyone.
- Bands & set times subject to change.

MiamiHerald.com 

Posted on Mon, Dec. 08, 2008

## Bluegrass musicians losing longtime home

BY REBECCA DELLAGLORIA

An old oak grove off Ives Dairy Road has, for decades, been the heart and soul of South Florida's bluegrass music scene, playing host to local fiddlers and banjo players -- as well as to giants of the genre -- at weekly jam sessions, monthly concerts and an annual festival.

But the Bluegrass Grove they have called home may be soon be history.

The grove, owned by the Miami-Dade public school district and used by the musicians under a now-expired lease -- and about 15 surrounding acres of one-time athletic fields -- has been closed and fenced off, leaving the 40-year-old South Florida Bluegrass Association homeless.

"Circumstances are slowly killing our organization," said Mike Hatcher, a member of the group, which has to scramble month to month to find a venue. Sunday, they performed at Ives Estates Park, near the old oak grove. Next month: who knows?

"It's heartbreaking," Hatcher said.

School district employees say their hands are tied. A lease the district had with the Ives Estates Optimist Club -- which allowed the bluegrass performers to use the grove -- expired in September. Since then the lighting has been cut, and water to restrooms and showers has been turned off. A host of safety concerns must be addressed before the grove, at Northeast 15th Avenue and 207th Street in North Miami-Dade, can be reopened, said Michael Levine, the school district's executive director of facilities planning.

"When the Optimists left, they left it in deplorable condition," Levine said of the Ives Estates Youth Sports Complex, also known as Optimist Park, which is adjacent to Dr. Michael M. Krop Senior High School.

Members of the South Florida Bluegrass Association say they are being unfairly punished. They built the stage on which their musicians played, helped the Optimist Club build restrooms, and were responsible for the grove's upkeep.

"The facilities that we have -- it isn't that they didn't know," association president Tim Capps said of the school district. "After the hurricanes, they had no problem with us cleaning it up. They had no problem with us mowing the grass."

But School Board member Martin Karp said the bluegrass group was given sufficient notice that it would have to relocate once the Optimist lease expired.

"This is not something that all of a sudden, overnight was not going to be available," said Karp.

In 2006, an idea surfaced to give the county's department of parks and recreation full or joint ownership of

the grove, according to members of the bluegrass association and confirmed by Karp.

But that idea was just one of a "large number of possibilities that have been looked at and discussed" and was not seriously pursued, said Levine, of the school district.

In the meantime, County Commissioners Sally Heyman and Barbara Jordan have helped the group find a temporary home at the county's new Ives Estates Park across the street from the grove.

The park space -- an open field far from restroom facilities -- is OK for small events, association members say. But attendance has dwindled, and in any event admission fees have been almost impossible to collect. In addition, the group had to pay \$260 in permitting fees to use the park on Sunday, said Marianne Napolitano, the association's treasurer.

The park also won't work for the association's upcoming annual Everglades Festival, which previously was held in the grove. It is scheduled for Feb. 27-March 1 at Haulover Beach Park Marina, which is a far cry from the charming, forest-like grove, with 100-year-old oaks and families of red foxes.

"This is not good. But this is better than nothing," said Morton Glosser, who at 82 is the oldest member of the association and a performer with the band Corn Country.

Heyman, who sponsored October's concert, said the county could do little to help further.

She said she was unaware of a proposal for the county to acquire the land.

"The bottom line is the land is school jurisdiction," Heyman said. "The problem is they do not have the money in their budget. They don't have money for the children, to teach the students . . . so they can't put it into forest land."

Members of the association cite the strong ties that the distinctly American music form has to South Florida as a reason to keep the shows going, including a bit of history: Bill Monroe -- the father of modern bluegrass -- found his trademark Gibson "Lloyd Loar" mandolin at a Miami barbershop in 1943.

The organization has held monthly performances for 38 years running -- and has no plans to stop now.

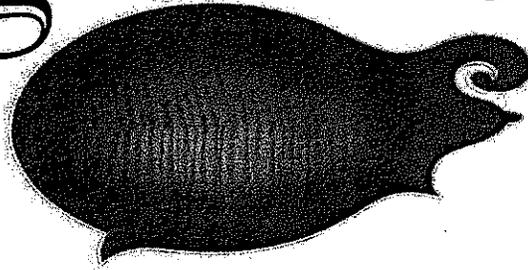
"We've been around for so long and we're part of the cultural fabric of Miami-Dade County," Napolitano said. "When people talk about diversity in Miami-Dade, we are that diversity."

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# Bluegrass <sup>the</sup> Strings

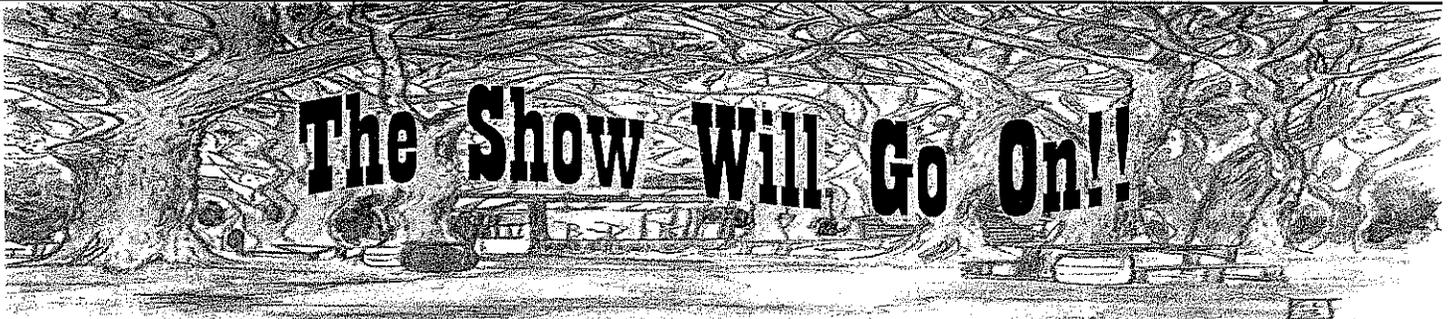
Quality Bluegrass

Since 1973



BLUEGRASS STRINGS IS PUBLISHED BY THE SOUTH FLORIDA BLUEGRASS ASSOCIATION

December 2008/January 2009



An open letter from Tim Capps president SFBA president on the Grove issue. Due to circumstances beyond our control we are left without the use of our Old Oak Grove. The South Florida Bluegrass Association is the longest running Bluegrass association in the United States and our founding documents and early publications are in the archives of the Library of Congress in Washington, D.C. For at least 30 years the South Florida Bluegrass Association has made a home among these shady oaks. We performed and entertained, built the stage and park benches, assisted with the construction of the bathrooms and installed hot showers. Our volunteers donated money and many hours of their time to remove trash, mow grass and repair that which was vandalized. On paper it appears that we merely leased the property for our festivals and monthly jams, but in reality we were the stewards of the Oak Grove.

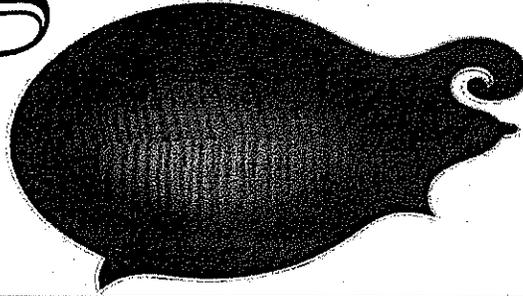
The Optimists provided insurance for the SFBA through a contract and a yearly payment from us. It was the responsibility of the Optimists to insure that the building facilities were properly maintained. Although they fell far short of their obligation, we continued to maintain the Oak Grove grounds. When it became apparent that the Optimists were leaving for their new park, we evaluated the structures on site and offered to apply for grants to fix up the building facilities in exchange for a long term lease. Even though the buildings near the Oak Grove had been virtually abandoned by the Optimists, the structures were fundamentally sound and could be repaired and brought up to current building code and ADA standards. In 2005, we started talks with the Miami-Dade County Parks and Recreation Department and discussed the possibility of us helping them bring other entertainment for the public to that district. Parks and Recreation indicated they would begin pursuing this option once the Optimists moved to their new park. We could continue to use the Old Oak Grove under this plan. The SFBA would continue to care for the Oak Grove and in exchange we would be able to have jams, monthly festivals and the yearly Everglades Festival. We would also provide our own

*(Continued on Page 2)*

# the Bluegrass Strings

Quality Bluegrass

Since 1973



BLUEGRASS STRINGS IS PUBLISHED BY THE SOUTH FLORIDA BLUEGRASS ASSOCIATION

February 2009/March 2009

## 31st Everglades Bluegrass Festival

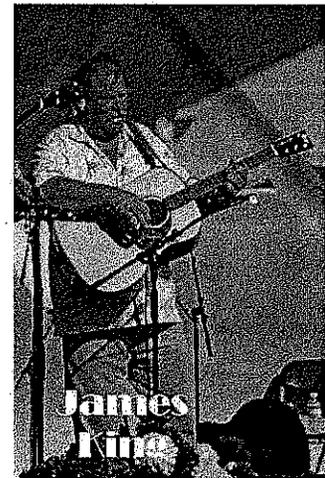
Its Everglades time again folks! This year's festival will take place on Feb 27, 28th and March 1st. There will be a new location but the same great bluegrass music we always have. This year the talent is headlined by James King. His great traditional vocals are always appreciated, with Kevin Prater on mandolin and tenor vocals, its real down home bluegrass.

Also playing is Special Consensus. Based in Chicago this veteran band is lead by Banjo player Greg Cahill. They played last year at Everglades and did such a fine job that we brought them back. Special Consensus always features up and coming sidemen. Greg is active in IBMA and is an assistant president

The Bluegrass Parlor Band, a young band out of Tampa is performing. It is loaded with young pickers and singers. They played our Red, White and Bluegrass at Hollywood Beach last May and were very impressive. Several of the members could be full time members of top bluegrass bands.

Gloria Belle and Tennessee Sunshine will also perform. Gloria was one of the first women to play bluegrass professionally. She played with Jimmy Martin and was part of the all- female IBMA award winning album "Take Me Back to the Fold". Her husband, noted guitar builder Mike Long, also plays in her band. We will be raffling off one of his fine guitars at Everglades.

Roger Bass is also appearing. Roger, with his dry sense of humor, his traditional songs and his dedication to real country music, like Hank Williams, make him a real



# Everglades <sup>31st Annual</sup> Bluegrass Festival

Special Consensus

James King Band

Bluegrass Parlor Band

Gloria Belle & Tennessee Sunshine

Roger Bass & the Hillbillies

Palms Bluegrass

The New River Boys

Southern Shores

Alternative Traditions

Corn Country

Matthew Sabatella & the Rambling String Band

Old Time Jammers

The Triumphants

Cruddy Puppets

FEBRUARY  
27, 28 & March 1st  
2009

Bluegrass on the Beach! WOW! Camping, swimming, fishing, golf, tennis and more! Circumstances beyond our control have forced us to move out of our beautiful Oak Grove. We have a great NEW location thanks to our new partnership with the Miami-Dade County Parks and Recreation Department.

**-ADULT TICKET PRICES-**

Advance 3 Day \_\_\_\_\_ \$45.00

Gate 3 Day \_\_\_\_\_ \$55.00

Friday \_\_\_\_\_ (5pm to 11pm) \_\_\_\_\_ \$20.00

Saturday \_\_\_\_\_ (12noon to 11pm) \_\_\_\_\_ \$25.00

Sunday \_\_\_\_\_ (10am to 6pm) \_\_\_\_\_ \$20.00

Children under 17 Free

**-PLEASE MAKE CHECKS PAYABLE TO-  
SOUTH FLORIDA BLUEGRASS ASSOC.**

20533 Biscayne Boulevard #358  
Aventura, FL 33180

\* Performances Subject to Change  
Bring Lawn Chairs Festival Seating

**-CONTACT INFORMATION-**

Toll Free 888-950-BLUE

Local 305-358-1800

[southfloridabluegrass.com](http://southfloridabluegrass.com) for updates

[sfba@southfloridabluegrass.com](mailto:sfba@southfloridabluegrass.com) for E-mail

Haulover Beach Park and Marina, 10800 Collins Avenue, Bal Harbour, Florida 33154 Exit I-95 at 826 East (Beaches), Travel East on 826 (167 & 163 Streets) approx. 5 miles till you reach A1A (Collins Avenue), Turn Right (South) for approx. 1 mile.

Follow the signs for Haulover Beach Park, parking lot #1.  
Please check [southfloridabluegrass.com](http://southfloridabluegrass.com) for info and updates.

See you there!

**MIKE LONG GUITARS**

**CUSTOM D-18 RAFFLE!**



The Miami Herald



# Everglades <sup>31st Annual</sup> Bluegrass Festival

The South Florida Bluegrass Association invites you our 31st Annual Everglades Bluegrass Festival. We are looking forward to three tropical days of great bluegrass entertainment. The music will run from Friday night thru Sunday afternoon. Our bands will provide a delightful mix of traditional and contemporary bluegrass sounds at our unique festival venue.

Our new partnership with Miami Dade County Parks and Recreation has provided us the opportunity to present this years Everglades Bluegrass Festival at the family oriented County park of Haulover Beach. With its wide stretches of soft sand and enticing blue water, Haulover has earned a reputation as one of the best beaches in Florida. In addition to the great beach, there are charter boats, tennis courts, and a 9 hole golf course. The beach is also close to some of the best shopping in south Florida. The Shops of Bal Harbour, Sunny Isles and Aventura offer an incredible selection of stores to visit or enjoy some window shopping.

Dry camping with restrooms and showers are available for \$20/night from Sunday, February 22, through Sunday, March 1, 2009. There is no electric in the camping area, generators will be allowed. Day parking for cars is \$5. We have plenty of food vendors providing delicious meals from breakfast through dinner, as well as lots of snacks! There is also plenty of room for all jammers and listeners in the covered jamming pavilions near the camping area, bring your instruments and start warming up your voice! The concert area is a tented, grassy area. Bring your lawn chairs and enjoy the show.

Come and join us for a fun weekend of old time bluegrass music in one of Florida's most beautiful settings.



Beautiful Haulover Park



Jamming Pavilions



Family Activities



Lots of room for Camping



Sunny Beaches



Charter Boats and Tours



The Miami Herald

MIAMI-DADE COUNTY



WADi ~ Westchester Arts District ~ March & April events

*The Unconservatory* presents:

*2009 Second Saturday Soirees ~ a community concert series*

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**Saturday, March 14<sup>th</sup>, 4 p.m. ~ Cristina Masdueño, Flamenco Artist**  
Special guest artists Jorge Robledo & Jose Miguel Herrero

**Saturday, April 11<sup>th</sup>, 4 p.m. ~ Maurizio Norrito, Classical Guitarist**  
The acclaimed Italian guitarist has performed throughout Europe. This concert will be his Miami debut!

---

Concerts take place at The United Methodist Church, 7900 Coral Way.  
Receptions will be held after the concerts at The Fire Haus, 7970 Coral Way.

Ticket info: (786) 303-5397

Email: [unconservatory@whipmo.com](mailto:unconservatory@whipmo.com)

Web: [www.myspace.com/unconservatory](http://www.myspace.com/unconservatory)

---

**Fire Haus Projects** presents:

**Through March 19 ~ The Art of Trains ~ Photographic Artist, Jose Garcia**  
A photographic journey into the past.

Info: (305) 519-0402

Email: [firehaus@whipmo.com](mailto:firehaus@whipmo.com)

Web: [www.firehausprojects.org](http://www.firehausprojects.org)

---

Fire Haus Projects & Meditation present:

**Three Lectures: Buddhism, Meditation & Astrology**

on two Saturdays: March 21<sup>th</sup> y 28<sup>th</sup>, 3:30 pm.

**Speaker: Jairo Gómez**

Free will donation

Info: (786) 537-6410

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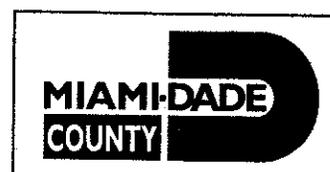
The Fire Haus, a non-profit organization promoting cultural projects in our neighborhood.  
7970 Coral Way (SW 24 St.)

---

Treat your body today! Call Koska's Spa & Boutique for a massage, facial or pedicure.  
We are a mobile spa and will come to you: (305) 778-6313.

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For information about dance classes, 3 years old to professional level, please contact  
International Institute of Fine Arts ~ (305) 261-0742 ~ 7360 Coral Way, Suite 29  
[iifadance@aol.com](mailto:iifadance@aol.com) [www.myspace.com/iifadance](http://www.myspace.com/iifadance)



WADi ~ Westchester Arts District ~ Eventos de Marzo y Abril

*The Unconservatory* presenta:

*2009 Second Saturday Soirees ~ conciertos de la comunidad*

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**Sábado, 14 de Marzo, 4 p.m. ~ Flamenco show con Cristina Masdueño**  
Artistas invitadas especiales: Jorge Robledo y Jose Miguel Herrero

**Sábado, 11 de Abril, 4 p.m. ~ Guitarrista Clásico, Maurizio Norrito**  
el aclamado guitarrista Italiano quien a presentado conciertos en Europa.  
Este concierto es su primer concierto en Miami!

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Los conciertos tendran lugar en La Iglesia Metodista Unida, 7900 Coral Way  
Inmediatamente al término de los conciertos habrá una recepción en  
The Fire Haus, 7970 Coral Way.

Información: (786) 303-5397

Email: [unconservatory@whipmo.com](mailto:unconservatory@whipmo.com)

Web: [www.myspace.com/unconservatory](http://www.myspace.com/unconservatory)

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**Fire Haus Projects** presenta la exhibición:

**Hasta el 19 de Marzo ~ El Arte de los Trenes ~ Artista Fotógrafo, Jose Garcia**  
Un viaje fotográfico através del pasado

Información: (305) 519-0402

Email: [firehaus@whipmo.com](mailto:firehaus@whipmo.com)

Web: [www.firehausprojects.org](http://www.firehausprojects.org)

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Fire Haus Projects y Meditstation presenta:

**Tres charlas: Budismo, Meditación y Astrología**  
en dos sábados: Marzo 21 y 28, 3:30 pm.

**Expositor: Jairo Gómez**

Donación voluntaria

Información: 786 537 6410

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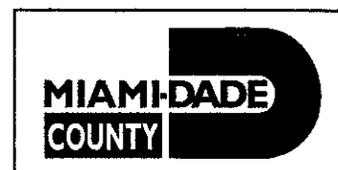
The Fire Haus , una organización no lucrativa libre de impuestos aportando  
a los proyectos culturales de nuestra región. 7970 Coral Way (SW 24 St.)

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Trata tu cuerpo cariñosamente! Llama á Koska's Spa & Boutique para un massage, facial ó  
pedicure. Somos una spa mobil y podemos venir á ustedes: (305) 778-6313.

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[iifadance@aol.com](mailto:iifadance@aol.com) [www.myspace.com/iifadance](http://www.myspace.com/iifadance)





## MEMORANDUM

**Date:** March 17, 2009  
**To:** Honorable Jose "Pepe" Diaz, Chairperson  
and Members  
Tourist Development Council  
**From:** Michael Spring, Director  
Department of Cultural Affairs  
**Subject:** Budget Recommendations for  
FY 2008-2009 Second Funding Period

### FY2008-2009 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2008-2009 is \$1,044,364. The 2% Tourist Development Room Tax Revenue will provide the Council with \$925,000, which continues to reflect an increase of \$25,000 annually, pursuant to the multi-year agreement with the Greater Miami Convention and Visitors Bureau. The 2% Hotel/Motel Food and Beverage Surtax revenues will provide \$100,000 of funding. In addition, \$19,364 was carried over from FY2007-2008.

After careful review of department files, staff was able to determine that nine (9) FY2006-2007 and three (3) FY2007-2008 grants were returned to the TDC. A total of \$69,088 has reverted back to the TDC as outlined in Article II.6 of the grant agreements. These funds were not reallocated in the FY2007-2008, and have been utilized in the FY2008-2009 quarterly budget allocations. These grants include: 1) Iranian Festival of South Florida, Inc., *Iranian Festival* - \$3,000; 2) Miami Boat Parade, Inc., *Miami International Boat Parade* - \$3,500; 3) South Florida Sailfish Kickoff, Inc., *South Florida Sailfish Kickoff* - \$5,280; 4) United Chinese Association of Florida, Inc., *4<sup>th</sup> Annual South Florida Dragon Festival* - \$6,300; 5) City of Homestead, Parks and Recreation Department, *4<sup>th</sup> of July Concert and Fireworks* - \$4,500; 6) Pirates Mutiny, Inc., *Pirates Mutiny* - \$15,000; 7) Greater Miami Chamber of Commerce, *Greater Miami Chamber of Commerce Military Welcoming Committee* - \$3,508; 8) Trinidad & Tobago Saga Boys International, Inc., *Miami Calypso Fiesta Program* - \$3,000; 9) Universal Heritage Institute a/f/a/ Pakistan American Cultural Society, *Pakistan Independence Day Fest* - \$5,000; 10) Aqua Foundation for Women, Inc., *Aqua Girl Festival* - \$5,000; 11) Epic Arts Foundation, Inc. f/a Earth Dance Film Festival, *Earth Dance film Festival CASADDECOR* - \$5,000; and 12) Monumental World, Inc., *MONUMENTAL* - \$10,000. These recaptured funds increased the total budget for FY2008-2009 to \$1,113,452.

### 2<sup>nd</sup> Funding Period Overview

There are thirty-five (35) applications requesting a total of \$585,010 for the second quarter funding period. Of these 35 applications, thirty-three (33) are from nonprofit organizations requesting a total of \$565,010; and two (2) applications are from for-profit organizations requesting \$20,000.

Seven (7) of these thirty-five (35) organizations represent New and/or First-time projects to the Tourist Development Council; twenty-four (24) are Continuing projects; and four (4) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

The Tourist Development Council Subcommittee met to review applicants' requests. Per TDC policy, the Subcommittee recommendations did not exceed \$25,000 for any of the projects considered. The recommendations included in this agenda package reflect the consensus achieved at this Subcommittee meeting.

**Recommended Allocation for this Funding Period**

A total of \$260,800 has been recommended for 35 organizations by the TDC Subcommittee for this second funding period. The remaining balance for the program as appropriated at the beginning of the year is \$257,134. The current balance in the Reserve Fund is \$58,508. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests. In addition, the Shoulder Season Fund of \$50,000 is available for summer events.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Reserve +</u>	<u>Shoulder Season Fund</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 351,710	\$ 116,400	18,900		\$ 487,010 <sup>40</sup>	\$
Second Funding Period	238,208		22,592		260,800 <sup>35</sup>	
Third Funding Period	140,944					140,944
Fourth Funding Period	116,190					116,190
Reserve	100,000					58,508
Set-Aside Grants	116,400					
Shoulder Season Fund	50,000					50,000
<b>TOTAL</b>	<b>\$1,113,452</b>	<b>\$ 116,400</b>	<b>41,492</b>		<b>\$ 747,810<sup>75</sup></b>	<b>\$ 365,642</b>

In reviewing the applications recommended for funding, the Subcommittee considered, among other things, the limited resources available, the tourism impact of the proposed events, the quality of the event, the track record of the sponsoring organization, marketing plans, event coordination/management capabilities, the amount of media coverage expected to be generated, and the financial viability and responsibility of the sponsors and promoters as well as efforts to comply with the Americans with Disabilities Act (ADA).

**Supplements**

The attached one-page budget update chart provides a matrix of requests and the Subcommittee recommendations by funding category (continuing, ongoing, new and/or first-time) and by type of activity (special events/promotions, sports events, television and government/municipalities). Also attached is a 3-page "legal-sized" application summary worksheet to assist with the evaluation of applications. Individual application summary sheets, outlining funding recommendations for all projects being considered on this agenda and excerpts from the applicant organizations' original application forms are attached to this memorandum.

**FISCAL YEAR 2008-2009  
TOURIST DEVELOPMENT COUNCIL  
Second Funding Period**

**BUDGET UPDATE CHART**

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY2008-2009					<b>\$1,066,944</b>
Total Allocation for First Funding Period					<b>\$487,010</b>
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 153,750 (22)	N/A	N/A	\$ 17,250 (2)	\$ 171,000 (24)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 31,000 (3)	\$ 10,000 (1)	N/A	N/A	\$ 41,000 (4)
New and/or First-time Projects - Recommended Amounts (# of requests)	\$ 28,800 (5)	\$ 5,000 (1)	N/A	\$ 15,000 (1)	\$ 48,800 (7)
<b>Total Recommended for Second Funding Period (# of requests)</b>	<b>\$ 213,550 (30)</b>	<b>\$ 15,000 (2)</b>	N/A	<b>\$ 32,250 (3)</b>	<b>\$ 260,800 (35)</b>
Balance Remaining (3 <sup>rd</sup> + 4 <sup>th</sup> + Reserve + Shoulder Season Fund)					<b>\$ 365,642</b>

Attachments: Application Summary Worksheet  
Individual Application Description Sheets (with Application Form Excerpts)

# Memorandum



**Date:**

**To:** George M. Burgess  
County Manager

**From:** Honorable José "Pepe" Diaz  
Chairperson, Tourist Development Council

**Subject:** Sunset Review of County Boards for 2009 - Tourist Development Council



Pursuant to Section 2-11.40 of the Code of Miami-Dade County, I am submitting the 2008 Sunset Review of County Boards Report for the Tourist Development Council for transmittal to the Board of County Commissioners (BCC). The Board will review the attached report at its next scheduled panel meeting.

It is recommended that the BCC approve the continuation of the Tourist Development Council.

## **BACKGROUND**

On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28 establishing the Tourist Development Council. The mission of the Miami-Dade County Tourist Development Council (TDC) is to develop and promote Miami-Dade County's appeal as a tourist destination, primarily by supporting tourism-related activities and programs. To accomplish this mission, the TDC invests its resources in tourist-oriented, cultural and special events such as visual and performing arts, including theater, concerts, operas, dance, festivals, art exhibitions and recitals; sports events; broadcast and electronic media origination projects; and other tourist-related activities.

Since its inception, the TDC has invested its annual appropriations in support of programs and projects, which promote Miami-Dade County tourism. These investments have contributed significantly to Miami-Dade's attractiveness as a distinctive tourist destination, one which possesses an active, year-round calendar of interesting and unique activities, with world class venues and cultural institutions, and a caliber of programmatic offerings characterized by artistic excellence and popular appeal. The importance of supporting and promoting these assets and their positive impact on Miami-Dade's image as a premiere tourist destination is demonstrated by the steady annual growth in Miami-Dade's tourism figures and the international reputation the County has earned as a culturally rich, dynamic and exciting place to visit.

It is recommended that the Board approve the continuation of the Tourist Development Council because Miami-Dade County is the direct beneficiary of the invaluable and incalculable contributions made by Council members in the form of their time, expertise and voluntary contributions made in support of advancing Miami-Dade County's tourist development, investments, and policies.

The Chairperson and its members will review the Sunset Review of County Boards Report at its next scheduled panel meeting.

---

Honorable José "Pepe" Diaz  
Board Chairperson

**ANNUAL SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2009**

**I. GENERAL INFORMATION**

**1. Name of Board reporting:**

Miami-Dade County Tourist Development Council (TDC)

**2. Indicate number of board members, terms of office, and number of vacancies:**

Number of Board Members: TDC is a nine (9) member volunteer board.

Term of Office: Council members serve for staggered terms of two and four years

Number of Vacancies: Currently, the Council has no vacancies

The Tourist Development Council is a nine (9) member volunteer board. The membership of the Tourist Development Council is established pursuant to Florida State Statute Section 125.0104 which provides that the chair of the governing board of the of the County or any other member of the governing board as designated by the chair shall serve on the Council; two members of the Council must be elected municipal officials, at least one of whom must be from the most populous municipality in the county; and six members of the Council must be persons who are involved in the tourist industry and who have a verifiably demonstrated interest in the tourist development of Miami-Dade County, of which members, not less than three nor more than four shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. The Statute further defines that the governing board of the County shall have the option of designating the chair of the council or allowing the council to elect a chair. The members of the council serve for staggered terms of four years each. Currently, the Council has no vacancies.

**3. Identify number of meetings and member's attendance (Attach records reflecting activity from January 1, 2007 through December 31, 2008):**

Number of Meetings: The Council meets quarterly.

Number of Meetings with a Quorum: Four (4)

Attendance Records: Attendance records for 2007-2008 are attached – Att. I

**4. What is the source of your funding?**

The following revenue sources support Tourist Development Council: 2% Tourist Development Room Tax Revenue; 2% Hotel/Motel Food and Beverage Surtax Revenues; and annual revenues from the Greater Miami Convention and Visitors Bureau pursuant to a multi-year agreement with them.

**5. Date of Board Creation: April 4, 1978**

6. **Attach a copy of the ordinance creating the Board (Please include all subsequent amendments).**  
**See Attachment II**

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7. **Include the Board's Mission Statement or state its purpose:**  
The Tourist Development Council provides support to promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist related activities) and television origination projects.

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8. **Attach the Board's standard operating procedures, if any.**

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9. **Attach a copy of the Board's By-Laws, if any.**

---
10. **Attach a copy of the Board minutes approving the Sunset Review Questionnaire, including a vote of the membership.**  
**See Attachment III**

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## II. EVALUATION CRITERIA

1. **Is the Board serving the purpose for which it was created? (Please provide detailed information)**  
Yes. The Tourist Development Council meets quarterly to review applications from significant cultural and/or special events, including sports activities and television/film origination projects that promote tourism in Miami-Dade County. Annually, the program funds more than 120 major tourism-generating events.
2. **Is the Board serving the current community needs? (Please provide detailed information)**  
Yes. The TDC operates with the full participation of elected officials and hotel and tourism leaders from the private sector and other municipalities including representatives from the Ritz Hotel, Greater Miami Convention and Visitors Bureau, and the City of Miami Beach and City of Miami Commissions. The application process is fully interactive involving staff at all levels of the application development and subsequent review

process. Recipients of TDC funding assistance have included the Julia E. Brown Theatrical Association, Inc., International Hispanic Theatre Festival, Florida Dance Festival, 69th Annual Metropolitan South Florida Tournament, Miami International Film Festival - presented by Miami Dade College, Miami/Bahamas Goombay Festival, GALA Choruses, 2007 American Choral Directors Association and many other tourism-generating entities.

**3. What are the board's major accomplishments?**

**a. Last 24 months:**

See Attached "TDC Activity Summary Worksheet" - Attachment IV.

**b. Since established:**

Since its inception, the TDC has invested its annual appropriations in support of programs and projects which promote Miami-Dade County tourism by sponsoring tourist-oriented sports, cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist-related activities. These investments have contributed significantly to Miami-Dade's attractiveness as a distinctive tourist destination, one which possesses an active, year-round calendar of interesting and unique activities, with world class venues and cultural institutions, and a caliber of programmatic offerings characterized by artistic excellence and popular appeal. The importance of supporting and promoting these assets and their positive impact on Miami-Dade's image as a premiere tourist destination is demonstrated by the steady annual growth in Miami-Dade's tourism figures and the international reputation the County has earned as a culturally rich, dynamic and exciting place to visit.

**4. Is there any other board, either public or private, which would better serve the function of this board?**

No.

**5. Should the ordinance creating this board be amended to better enable the Board to serve the purpose for which it was created? (If "Yes", attach proposed changes)**

No.

**6. Should the Board's membership requirements be modified?**

No.

**7. What is the operating cost of the Board, both direct and indirect (Report on FY 2007 and FY 2008)?**

The TDC board serves in a fully voluntary capacity; there is no specific county budget for the board itself. The Department of Cultural Affairs staff serves the TDC in developing and implementing County cultural tourism and special events policy. The County is the direct beneficiary of the invaluable, incalculable contributions made by Council members in the form of their time, expertise and voluntary contributions made in support of advancing Miami-Dade County's tourist development, investments, and policies.

**8. Describe the Board's performance measures developed to determine its own effectiveness in achieving its stated goals.**

The TDC evaluates all requests for support presented to it on the basis of the impact of the event in promoting Miami-Dade County as a visitor destination, including the amount of anticipated media coverage, nationally and internationally, the effectiveness of the proposed marketing strategy, and the financial viability of the event's presenter(s). Each grant contract entered into by the TDC stipulates concrete reporting requirements, eligible uses of TDC/County funds, and clear objectives for promoting and marketing Miami-Dade County as an attractive destination to visit. The submission of reports and paid invoices required to substantiate grant payments thus provides tangible evidence as to the promotion and advertising being accomplished on behalf of the County, the broad reach of programs locally, nationally, and internationally, and the impact of funded activities on the local tourism industry.

**Also: Include a diskette, saved in Word, of the County Manager's transmittal memorandum to the Board of County Commissioners with the Board's recommendation.**

Submitted

**ATTACHMENT I**

**TOURIST DEVELOPMENT COUNCIL  
 ATTENDANCE REPORT 2006-2007**

<b>TDC BOARD MEMBERS</b>	<b>Oct. 23, 2006 1<sup>st</sup> Qtr.</b>	<b>April 10, 2007 2<sup>nd</sup> Qtr.</b>	<b>April 10, 2007 3<sup>rd</sup> Qtr.</b>	<b>June 14, 2007 4<sup>th</sup> Qtr.</b>
Chairman Bruno Barriero	P			
José "Pepe" Diaz		P	P	P
Stuart Blumberg	P	P	P	P
Commissioner Matti H. Bower	P	P	P	P
Gino Caliendo	P	P	P	P
George Cozonis	P	A	A	P
Commissioner Angel Gonzalez	A	P	P	P
Ada Llerandi	A	A	A	P
William Perry, III	P	P	P	A
Carmen Corvos-Roig		P	P	A

**Key: A = Absent  
 P = Present**

**TOURIST DEVELOPMENT COUNCIL  
 ATTENDANCE REPORT 2007-2008**

<b>TDC BOARD MEMBERS</b>	<b>Nov. 15, 2007 1<sup>st</sup> Qtr.</b>	<b>Jan. 22, 2008 2<sup>nd</sup> Qtr.</b>	<b>Mar. 18, 2008 3<sup>rd</sup> Qtr.</b>	<b>June 10, 2008 4<sup>th</sup> Qtr.</b>
Chairman José "Pepe" Diaz	P	P	P	P
Commissioner Matti H. Bower	P	P	P	P
Stuart L. Blumberg	P	P	A	P
Gino Caliendo	P	P		
Carmen Corvois-Roig	A	A	P	A
George Cozonis	P	P	P	P
Commissioner Angel Gonzalez	A	A	P	A
Ada Llerandi	P	P		
Olga Ramundo			P	P
William Perry, III	A	P	P	P

**Key: A = Absent  
 P = Present**

**ATTACHMENT I (cont'd)**

**TOURIST DEVELOPMENT COUNCIL  
 ATTENDANCE REPORT 2008-2009**

<b>TDC BOARD MEMBERS</b>	<b>Nov. 6, 2008 1<sup>st</sup> Qtr.</b>	<b>TBD 2<sup>nd</sup> Qtr.</b>	<b>TBD 3<sup>rd</sup> Qtr.</b>	<b>TBD 4<sup>th</sup> Qtr.</b>
Chairman José "Pepe" Diaz	P			
Mayor Matti H. Bower	P			
Stuart L. Blumberg	P			
Carmen Corvois-Roig	A			
George Cozonis	A			
Juan Carlos Palacios	P			
William Perry, III	P			
Olga Ramundo	P			
Commissioner Michelle Spence-Jones	P			

**Key: A = Absent  
 P = Present**

**Category and Tenure of Current TDC Members**

<b>TDC Member</b>	<b>Board Category</b>	<b>Tenure</b>
Commissioner Jose "Pepe" Diaz	A member of the County Commission designated by the Chair	02/07 – 02/11
Commissioner Michelle Spence-Jones	An elected municipal official from the most populous municipality in the County (i.e., the City of Miami)	07/08 – 12/09
Mayor Matti Herrera-Bower	An elected municipal official	01/08 – 11/10
Stuart L. Blumberg	An owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax	12/05 – 12/09
George Cozonis	An owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax	01/08 – 11/10
Juan Carlos Palacios	An owner or operator of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax	07/08 – 12/09
Carmen Corvos-Roig	A person who is involved in the tourist industry and who has demonstrated an interest in tourist development, but who is not an owner or operator of motels, hotels, or other tourist accommodations in the County and subject to the tax	01/08 – 11/10
Olga Ramundo	A person who is involved in the tourist industry and who has demonstrated an interest in tourist development, but who is not an owner or operator of motels, hotels, or other tourist accommodations in the County and subject to the tax	02/08 – 02/10
William Perry, III	A person who is involved in the tourist industry and who has demonstrated an interest in tourist development, but who is not an owner or operator of motels, hotels, or other tourist accommodations in the County and subject to the tax	12/05 – 12/09

ATTACHMENT II

ORDINANCE NO. 78-28

ORDINANCE DECLARING INTENTION OF THE COUNTY TO CONSIDER ENACTMENT OF AN ORDINANCE LEVYING AND IMPOSING TOURIST DEVELOPMENT TAX AS AUTHORIZED BY FLORIDA LAW; ESTABLISHING METROPOLITAN DADE COUNTY TOURIST DEVELOPMENT COUNCIL; SETTING FORTH PURPOSES OF COUNCIL; PROVIDING FOR APPOINTMENT OF MEMBERS BY RESOLUTION; ESTABLISHING QUALIFICATIONS FOR MEMBERSHIP; ESTABLISHING TERMS OF MEMBERS; PROVIDING FOR REMOVAL OF MEMBERS; PROVIDING FOR ORGANIZATION OF COUNCIL; PROVIDING FOR NO COMPENSATION; PROVIDING A FINDING OF PUBLIC PURPOSE; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the Florida Legislature in their 1977 session enacted Chapter 77-209, Laws of Florida, known as the "Local Option Tourist Development Act" (hereinafter sometimes referred to as the "Enabling Act"); and

WHEREAS, the Local Option Tourist Development Act provides for the levying of a local option tourist development tax by any county if such tax is imposed through an ordinance of the governing body of the county (hereinafter sometimes known as "the Levying Ordinance") and said Levying Ordinance is approved by the electorate through a referendum election; and

WHEREAS, the Enabling Act provides that at least 60 days prior to the enactment of the Levying Ordinance, the County Commission shall establish and appoint the members of a tourist development council to be known as the "Dade County Tourist Development Council" and shall indicate the intention of the county to consider the enactment of an ordinance levying and imposing the tourist development tax; and

WHEREAS, the Board of County Commissioners of Dade County has determined that it is in the best interests of the residents and taxpayers of Dade County to establish a Dade County Tourist

ATTACHMENT II

Development Council and to indicate the County's intention to consider the enactment of the Levying Ordinance; and

WHEREAS, the Commission desires further input from interested citizens prior to appointing the membership of the Council and has determined that it is in the best interest of the people of Dade County to name the members of the Council by resolution,

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF DADE COUNTY, FLORIDA:

Section 1. Statement of Intent. -- It is the intent of the Dade County Board of County Commissioners to consider the enactment of an ordinance levying and imposing a tourist development tax as authorized by Chapter 77-209, Laws of Florida, known as the "Local Option Tourist Development Act". The ordinance is intended to be effective throughout Dade County except for the municipal areas of Bal Harbour, Miami Beach, and Surfside.

Section 2. Dade County Tourist Development Council. -- There is hereby created and established in Dade County, Florida, a (9) nine member advisory board to be known as the Metropolitan Dade County Tourist Development Council (hereinafter referred to as the "Council") for the purposes and with the powers conferred by the Enabling Act. As part of its purpose and power, the Council shall prepare and submit a plan for tourist development to the Board of County Commissioners for its consideration.

Section 3. Appointment of Members; Qualifications for Membership; Terms of Membership. -- The Board of County Commissioners shall, by Resolution, appoint the members of the Council. The Mayor of Dade County shall be the chairman of the Council. Two members of the Council shall be elected municipal officials. Three members of the Council shall be owners or operators of motels, hotels or other tourist accommodations in the county and subject to the tax. Three members of the Council shall be persons who are involved in the tourist industry and who have demonstrated

an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in the county and subject to the tax. All members of the Council shall be electors of the County. Members shall serve staggered terms of four years as determined in the appointing resolution.

Section 4. Removal of Members. -- Any member of the Council who ceases to be a qualified elector of Dade County shall immediately forfeit his or her office. Should a vacancy result from such forfeiture, or should any member of this Council fail to attend (3) consecutive meetings of the Council without due cause, the chairperson of the Council shall certify the same to the County Commission which shall fill the vacancy created thereby by appointment. Any member of the Council may be removed from office without cause by a majority of the entire membership of the County Commission.

Section 5. Organization of the Council. -- The chairperson of the Council shall be the Mayor of Dade County. The members of the Council, by majority vote, shall select any other officer as may be deemed necessary or desirable. Any other such officer shall serve at the will of the Council. A majority vote of the entire membership of the Council shall be necessary to take any action. A majority of the members of the Council shall constitute a quorum necessary to hold a meeting or take any action. The chairperson may call meetings of the Council, and meetings may be called by written notice signed by five (5) members of the Council, and the Council at any meeting may fix and call a meeting for a future date. Minutes shall be kept of all meetings of the Council. All meetings shall be public. The County Manager shall provide adequate and competent clerical and administrative personnel as may be reasonably required by the Council for the proper

performance as may be reasonably required by the Council for the proper performance of its duties and functions, subject to budget limitations as fixed by the County Commission.

Section 6. Providing for No Compensation. -- Members of the Metropolitan Dade County Tourist Development Council shall serve without compensation, salary or remuneration of any nature, but the County Commission may provide in the annual county budget sufficient funds for the reasonable and necessary expenses incurred by the Council in performance of its duties and functions.

Section 7. Public Purpose. -- This ordinance being for a public purpose and for the welfare of the citizens of Dade County, Florida, shall be liberally construed to effect the purposes hereof.

Section 8. Severability. -- If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 9. Inclusion of Code. -- It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance shall become and be made a part of the Code of Metropolitan Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section", "article", or other appropriate word.

Section 10. Effective date. -- This ordinance shall become effective ten (10) days after the date of its enactment.

PASSED AND ADOPTED:

Prepared by:

Approved by County Attorney as  
to form and legal sufficiency.

CA/ctm

SLS

MEMORANDUM

To: Armando Vidal, P.E.  
County Manager

FROM: Stephen A. Stieglitz  
Assistant County Attorney

RE: Appointment of chair of the  
Tourist Development Council

DATE: November 12, 1996

---

A question has arisen as to whether the Mayor of Dade County has legal authority to appoint the chair of the Tourist Development Council. The framework of the Tourist Development Council is established by Florida Statute §125.0104 which provides in Section 4(a) that:

The chair of the governing board of the County or any other member of the governing board as designated by the chair shall serve on the council.

In the present case, the "governing board" is the Dade County Commission. Under the current structure of Dade County government, the mayor does not sit as a member of the County Commission and is therefore not the "chair of the governing board" as contemplated by the statute.

With regard to the selection of the chairperson of the Tourist Development Council, the statute provides:

The governing board of the County shall have the option of designating the chair of the council or allowing the council to elect a chair.

The statute therefore allows the County Commission, by majority vote, to appoint the chairperson of the TDC from among its nine members or to allow the TDC to elect its own chairperson.

Section 2-250 and 2-251 of the Dade County Code provide that "the Mayor of Dade County" shall be the chairperson of the Tourist development Council. These ordinances were enacted in 1978 at which time the mayor of Dade County was a member of the County Commission [governing board] and therefore eligible to sit on the Tourist Development Council. The mayor was then the "chair of the governing board of the County..." Since the mayor under the present system is not a member of the governing board, the provisions of Sections 2-250 and 2-251 of the Dade County Code are in conflict with the statute referred to above and are

therefore of no continuing legal effect insofar as they provide that the mayor shall be the chairperson of the Tourist Development Council.

/el

**ATTACHMENT III**

**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
TBD**

*PENDING*

## TDC Activity Summary Worksheet FY 2006-07

Organization	Project Title	Award
Actors' Playhouse Productions, Inc.	White Christmas	10,000
American Choral Directors Association	2007 ACDA National Convention	25,000
Bang Music Festival, LLC	Bang Music Festival	4,500
Bayfront Park Management Trust Corporation	Downtown Miami's 2006 New Year's Eve Celebration	5,000
Caribbean Cultural Connections, Inc.	We Carnival	3,000
Center for Emerging Art, Inc.	Music Map of the World	5,000
Center for the Advancement of Jewish Education, Inc.	10th Annual Miami Jewish Film Festival	6,000
Centro Cultural Brasil-USA da Florida, Inc.	Salvador de Bahia, Brazil Celebration	3,500
City of Homestead - Parks and Recreation	2007 4th of July Concert and Fireworks Show	4,500
City of Miami Beach - Department of Tourism and Cultural Development	An American Celebration 2007	5,000
City of Miami Gardens	2nd Annual Jazz in the Gardens Music Festival	15,000
City of Miami, General Services Administration/Office of Protocol	Pan African Art and Book Exposition: The Sacred Presence	10,000
City Theatre, Inc.	12th Annual Summer Shorts Festival 2006	5,000
Coconut Grove Arts & Historical Association, Inc.	Coconut Grove Arts Festival	17,500
Comedy Festival Productions, LLC	South Beach Comedy Festival	12,500
Community AIDS Resource, Inc., dba Care Resource	White Party Week	9,000
Community Arts and Culture Inc., a/f/a for Phulorida Bhangra Inc.	South Beach Bhangra 2007	2,500
Coral Gables Congregational Church (United Church of Christ), Inc.	CGCC Community Arts Program 2007 Summer Concert Series	5,000
Council of International Fashion Designers, Inc.	Miami Fashion Week	15,000
Cultural Council, Inc., The	16th Annual In the Park with Art	6,750
Dave and Mary Alper Jewish Community Center, Inc.	Every Picture Tells A Story: Teaching Tolerance Through Children's Books	9,000

## TDC Activity Summary Worksheet FY 2006-07

Organization	Project Title	Award
IsraFest Foundation, Inc.	22nd Israel Film Festival	7,500
Italian Film Festival, Inc.	2006 Italian Film Festival	5,000
Italy-America Chamber of Commerce Southeast, Inc.	Great Wines of Italy 2007	3,500
Jamaica Awareness, Inc.	Caribbean Celebration Series 07	6,000
Jewish Museum of Florida, Inc.	Marketing and Public Relations for Exhibit Schedule	5,000
Junior Orange Bowl Committee, Inc.	International Tennis, Golf, and Sports Ability Games and National Basketball	7,000
M. Athalie Range Cultural Arts Foundation, Inc.	A Musical Celebration of Life - Honoring Mrs. Athalie Range	15,000
Miami Bach Society, Inc.	Tropical Baroque Music Festival VIII	8,000
Miami Beach Chamber of Commerce	Miami Beach Visitors Center	20,000
Miami Beach Latin Chamber of Commerce of Miami Beach/Camara de Comercio Latina de	Tourist Hospitality Center/Centro de Hospitalidad Turistico	20,000
Miami Beach Watersports Center, Inc.	2006/2007 Miami Beach Rowing Series	5,000
Miami Boat Parade, Inc.	Miami International Boat Parade	3,500
Miami Book Fair International, Inc.	Miami Book Fair International	20,000
Miami Classical Guitar Society, Inc., The	3rd International Guitar Assemblage and Competition	4,000
Miami Cuba, USA Inc.	Miami-Cuba, USA, Inc.	7,500
Miami Dade College Foundation, Inc.	2007 Miami International Film Festival	14,000
Miami Design Preservation League, Inc.	Art Deco Weekend 2007	20,000
Miami Gay & Lesbian Film Festival, Inc.	9th Annual Miami Gay & Lesbian Film Festival	7,500
Miami Hispanic Ballet Corp. f/a Cuban Classical Ballet	Giselle - Full Ballet	10,000
Miami Hispanic Ballet Corporation	XII International Ballet Festival of Miami	15,000
Miami Light Project, Inc.	5th Annual - Miami/Project Hip Hop 2007 (MPH 2007)	5,000

## ATTACHMENT IV

## TDC Activity Summary Worksheet FY 2006-07

Organization	Project Title	Award
Dr. Martin Luther King Jr. Parade & Festivities Committee, Inc.	Dr. Martin Luther King, Jr. Parade & Festivities Committee, Inc.	8,000
Edge Zones, Inc.	Re-Mapping the Caribbean	5,000
Entertainment Industry Incubator, Inc.	Collaboration: A Short Film Contest	6,000
Exponica International, Inc.	Exponica International, 'La Feria de las Americas' 2005	5,000
Fairchild Tropical Botanic Garden, Inc.	Chihuly at Fairchild II	20,000
Florida Dance Association, Inc.	29th Florida Dance Festival	5,100
Florida International University Board of Trustees, for the benefit of Institute for Public Management	Annual Inter-American Conference of Mayors and Local Authorities	14,400
Florida International University Board of Trustees, for the benefit of Frost Art Museum	Breakfast in the Park	4,350
Florida International University Board of Trustees, for the benefit of the School of Hospitality	South Beach Wine & Food Festival	4,500
Friends of WLRN, Inc.	Marketing Campaign: An Unmet Need	10,000
GableStage, Inc.	Gablestage 2006-2007 Season	12,000
Galata, Inc.	One People, One Community Multi-Cultural Street Festival	2,500
German American Social Club of Greater Miami, Inc.	Oktoberfest Miami 2006	2,000
Greater Miami Billfish Tournament	Yamaha Contender Miami Billfish Tournament	10,000
Greater So. Dade/So. Miami/Kendall Chamber of Commerce, Inc. D/B/A Chamber South	35th Annual SunTrust South Miami Art Festival	4,000
Hispanic Theater Guild Corporation	Five Decades of Hispanic Theater in Miami	7,200
Historical Association of Southern Florida, Inc.	2007 Miami International Map Fair	6,750
Homestead Main Street, Inc.	Main Street SpeedFest II 2007	22,500
Homestead Rodeo Association, Inc.	58th Annual Homestead Championship Rodeo & Frontier Days	15,000
Infinito Art & Cultural Foundation, Inc.	11th Brazilian Film Festival of Miami	10,000
Iranian Festival of South Florida, Inc., The	Iranian Festival	3,000

## TDC Activity Summary Worksheet FY 2006-07

Organization	Project Title	Award
Miami Momentum Dance Company, Inc.	Miami Beach Dance Festival 2007	10,000
Miami Northwest Express Track and Field Club, Inc.	32nd Annual Northwest Track & Field Classic	5,600
Miami Overseas Chinese Association, Inc.	Miami Hong Kong Dragon Boat Festival	5,200
Miami Symphony Orchestra, Inc.	Miami Symphony 2006-2007 Season	6,400
Miami-Dade County Days, Inc.	Miami-Dade County Days in Tallahassee 2007 - "Paella Fest"	15,000
Miami-Dade County Park and Recreation Department (Operations Region 5)	RIBFEST 2006 at Homestead Air Reserve Park	13,500
Miami-Dade Public Library Foundation, Inc.	Art of Storytelling	4,000
Miami-Dade Sports Commission, Inc.	2007 USA Fencing Summer Nationals	12,000
Michael-Ann Russell Jewish Community Center, Inc.	Festival Yachad	5,000
Museum of Contemporary Art, Inc. (MoCA)	Artificial Light	9,000
Museum of Science, Inc.	The Dinosaurs of China	13,500
National Foundation for Advancement in the Arts	2007 ARTS Program and 2007 ARTS Week Educators Conference	13,500
National Gay and Lesbian Task Force Foundation, Inc.	Winter Party Festival 2007	6,400
New World Festival, Inc.	Coral Gables Cultural Calendar County-wide Tourism Cultural Activities	12,000
New World Symphony, Inc.	The World of Shostakovich: Yo-Yo Ma & the New World Symphony	12,500
North Beach Development Corporation of Miami Beach, Inc.	Miami Beach Festival of the Arts	6,750
Orange Bowl Committee, Inc., The	2006-2007 Orange Bowl Festival	8,750
Patrons of Exceptional Artists, Inc.	Miami International Piano Festival - "Discovery Series 2007"	3,000
Performing Arts Center Trust, Inc.	Globalbeat	9,000
Pirates Mutiny, LLC	Pirates Mutiny	15,000
Premiere Racing, Inc.	Miami Race Week 2007 - "Acura Miami Grand Prix"	5,000

## TDC Activity Summary Worksheet FY 2006-07

Organization	Project Title	Award
Proyecto Arte Actual, Inc. d/b/a The Moore Space	CLAMOR, by Jennifer Allora and Guillermo Calzadilla	4,500
Roots and Culture, Inc.	Roots and Culture Festival 2007	15,000
Rotary Foundation of South Miami, Inc.	South Miami Rotary Art Festival	3,500
Run Miami, Inc.	Escape to Miami Triathlon	10,000
South Florida Composers Alliance, Inc.	Subtropics Experimental Music and Sound Arts Festival	6,500
South Florida Sailfish Kickoff, Inc.	South Florida Sailfish Kickoff	5,280
South Florida Super Bowl Host Committee, Inc.	Super Bowl 2007	25,000
South Florida Youth Symphony, Inc.	42nd Season Finale Concert	5,000
St. Stephen's Episcopal Church, Inc.	St. Stephen's Arts and Craft Show	4,000
Sunrise Community Promotions, Inc.	Lighter than Air Showcase of Performers	5,400
Teatro Avante, Inc.	XXII International Hispanic Theatre Festival	10,000
The Universal Heritage Institute a/f/a Pakistan American Cultural Society	Pakistan Independence Day Festival	5,000
Tigertail Productions, Inc.	Tigertail International Events 2006/2007	7,000
Trinidad & Tobago Saga Boys International, Inc.	Miami Calypso Fiesta Program	3,000
Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
Tropical Everglades Visitor Association, Inc. f/a for the Historic Redland Tropical Trail	Historic Redland Tropical Trail Kickoff Event	5,000
Unconservatory, Inc., The	The Unconservatory - First Quarter Events	4,000
United Chinese Association of Florida, Inc.	4th Annual South Florida Dragon Boat Festival	6,300
United Haitian American Artists, Inc.	19th Annual Haitian Independence Day Gala	5,000
University of Miami School of Music	Festival Miami 2007	15,000
Women's International Film & Arts Festival, Inc.	2007 Women's International Film Festival	5,000

## ATTACHMENT IV

## TDC Activity Summary Worksheet FY 2007-2008

Organization	Project Title	Award
3B Productions, LLC	FUNKSHION - Fashion Week Miami Beach	5,000
76th Annual US Conference of Mayors Host Committee, Inc.	76th Annual Conference of Mayors	25,000
Actors' Playhouse Productions, Inc.	Broadway Musical Theatre - "Altar Boyz" and "Footloose, the Musical"	10,000
American Public Media/ Classical South Florida	SymphonyCast Special Edition - The Cleveland Orchestra Live From Miami	15,000
Aqua Foundation for Women, Inc.	Aqua Girl Festival	5,000
Bayfront Park Management Trust Corporation	Downtown Miami's 2007 New Year's Eve Celebration	5,000
Center for Emerging Art, Inc.	Music Map of the World	5,000
Center for Haitian Studies, Inc.	RASIN Festival 2007	10,000
Center for the Advancement of Jewish Education, Inc.	11th Annual Miami Jewish Film Festival	5,000
Centro Cultural Brasil-USA da Florida, Inc.	Rio de Janeiro, The Wonderful City	3,500
Centro Cultural de Puerto Rico en El Sur de la Florida	8th Annual Festival Puertorriqueno del Platano - Year 2008	5,000
City of Miami Beach - Department of Tourism and Cultural Development	Miami Beach Festival of the Arts	6,000
City of Miami Gardens	3rd Annual Jazz in the Gardens Music Festival	13,500
City of Sunny Isles Beach	Offshore Super Series Power Boat Race	15,000
City of Sweetwater	Sweetwater Festival	10,000
City Theatre, Inc.	13th Annual Summer Shorts Festival 2006	10,000
Coconut Grove Arts & Historical Association, Inc.	45th Annual Coconut Grove Arts Festival	25,000
Community AIDS Resource, Inc., dba Care Resource	White Party Week	25,000
Concert Association of Florida	American Ballet Theatre	17,500
Council of International Fashion Designers, Inc.	Miami Fashion Week	5,250
Cultural Council, Inc., The	17th Annual in the Park with Art	6,000

## TDC Activity Summary Worksheet FY 2007-2008

Organization	Project Title	Award
Culture in the City, Inc. f/a Animate Objects Physical Theater	SnowBird Winter Aerial Arts Festival	5,000
Dade Community Foundation a/f/a Orchestra Miami	Featuring Angel Romero	7,500
Dave and Mary Alper Jewish Community Center, Inc.	2007-2008 Visual Arts Season	15,000
Deering Estate Foundation, Inc.	4th Annual Deering Seafood Festival on the Bay	5,000
Downtown Miami Partnership	Downtown Miami Welcome Center	4,000
Dr. Martin Luther King Jr. Parade & Festivities Committee, Inc.	Dr. Martin Luther King, Jr. Parade & Festivities Committee, Inc.	7,500
Edge Zones, Inc.	Zones Contemporary Art Fair	5,000
Epic Arts Foundation, Inc. f/a Earth Dance Film Festival	Earth Dance Film Festival at CASADECOR	5,000
Exponica International, Inc.	Exponica International 2007 "La Feria de las Americas"	15,000
Fairchild Tropical Botanic Garden, Inc.	Roy Lichtenstein Sculpture Exhibition	18,000
Florida Association of Museums Foundation, Inc.	Florida Association of Museums Annual Conference	15,000
Florida Dance Association, Inc.	30th Florida Dance Festival	20,000
Florida Film Institute, Inc. f/a Florida Media Market, Inc.	Florida Media Market Global Conference 2007	3,000
Florida Grand Opera	2008 Julius Caesar Festival: Go for Baroque!	5,000
Florida International University Board of Trustees, for the benefit of Institute for Public Management	Annual Inter-American Conference of Mayors and Local Authorities	14,400
Florida International University Board of Trustees, for the benefit of the Department of Intercollegiate	"Fun & Fit as a Family" (Part of South Beach Wine & Food Festival)	17,500
GableStage, Inc.	Gablestage 2007-2008 Season	10,500
GALA Choruses	GALA Choruses Festival 2008 Miami	25,000
Galata, Inc.	One People, One Community Multi-Cultural Street Festival	2,500
Greater Miami Billfish Tournament	Yamaha Contender Miami Billfish Tournament	10,000
Greater Miami Convention and Visitors Bureau, Inc.	"M-List" Live!	20,000

## ATTACHMENT IV

## TDC Activity Summary Worksheet FY 2007-2008

Organization	Project Title	Award
Greater So. Dade/So. Miami/Kendall Chamber of Commerce, Inc. D/B/A Chamber South	36th Annual South Miami Art Festival	4,000
Hispanic Theater Guild Corporation	Federico Garcia Lorca, 70 Years Commemoration	6,400
Hispanic-American Lyric Theatre, Inc.	World Premiere of Opera/Ballet "Rosalinda"	6,300
Historical Association of Southern Florida, Inc.	2008 Miami International Map Fair	6,000
Infinito Art & Cultural Foundation, Inc.	12th Brazilian Film Festival of Miami	10,000
International Rara Fest, Inc.	International ROOTS RARA Festival 2008	5,000
Irreversible Magazine, Inc.	Irreversible Magazine Cultural Special Events Series	5,000
Italian Film Festival, Inc.	2007 Italian Film Festival	5,000
Jewish Museum of Florida, Inc.	Exhibit: Florida Jews in Sports	7,000
Julia E. Brown Theatrical Association, Inc.	Urban Theater & Entertainment Festival	25,000
Junior Orange Bowl Committee, Inc.	International Tennis, Golf, and Sports Ability Games and National Basketball	6,000
Key Biscayne Chamber of Commerce	Key Biscayne Visitors Center	10,000
Kiwanis Club of Little Havana	Calle Ocho - 30th Anniversary	20,000
M. Athalie Range Cultural Arts Foundation, Inc.	A Musical Celebration of Life - Honoring Mrs. Athalie Range	15,000
Mad Dog Mandich Fishing Classic, LLC.	Publix Mad Dog Mandich Fishing Classic	5,000
Miami Bach Society, Inc.	Tropical Baroque Music Festival IX	7,200
Miami Beach Chamber of Commerce	Miami Beach Visitors Center	20,000
Miami Beach Latin Chamber of Commerce of Miami Beach/Camara de Comercio Latina de	Tourist Hospitality Center/Centro de Hospitalidad Turistico	20,000
Miami Beach Watersports Center, Inc.	2007/2008 Miami Beach Rowing Series	5,000
Miami Book Fair International, Inc.	Miami Book Fair International	17,500
Miami Contemporary Dance Company	International Dance Project: Il Balletto dell'Esperia	7,500

## TDC Activity Summary Worksheet FY 2007-2008

Organization	Project Title	Award
Miami Dade College Foundation, Inc.	2008 Miami International Film Festival	15,000
Miami Design Preservation League, Inc.	Art Deco Weekend 2008	20,000
Miami Gay & Lesbian Film Festival, Inc.	10th Annual Miami Gay & Lesbian Film Festival	25,000
Miami Hispanic Ballet Corp. f/a Cuban Classical Ballet	Swan Lake - Full Ballet	15,000
Miami Hispanic Ballet Corporation	XIII International Ballet Festival of Miami	15,000
Miami International University of Art & Design	The International Arts of Fashion Competition	20,000
Miami Momentum Dance Company, Inc.	Miami Beach Dance Festival 2008	7,290
Miami Northwest Express Track and Field Club, Inc.	33rd Annual Northwest Track & Field Classic	15,000
Miami Overseas Chinese Association, Inc.	Miami Hong Kong Dragon Boat Festival	15,000
Miami River Fund, Inc.	Miami Riverday 2008	8,000
Miami Short Film Festival, Inc.	The 6th Miami Short Film Festival	7,500
Miami Symphony Orchestra, Inc.	Miami Symphony 2007-2008 Season	8,000
Miami/Bahamas Goombay Festival in Coconut Grove, Inc.	32nd Annual Miami Bahamas Goombay Festival	11,500
Miami-Dade County Days, Inc.	Miami-Dade County Days in Tallahassee 2008 - "Paella Fest"	15,000
Miami-Dade County Park and Recreation Department (Operations Region 5)	Ribfest 2007	15,000
Miami-Dade Office of Film & Entertainment	FilMiami Marketing Campaign - Collateral materials and website re-design	15,000
Miami-Dade Public Library Foundation, Inc.	Art of Storytelling	12,500
Michael Epstein Sports Productions, Inc.	Nautica South Beach Triathlon	20,000
Michael-Ann Russell Jewish Community Center, Inc.	Festival Yachad	5,000
Monumental World, Inc,	MONUMENTAL	10,000
Museum of Contemporary Art, Inc. (MoCA)	Enoc Perez	15,000

## TDC Activity Summary Worksheet FY 2007-2008

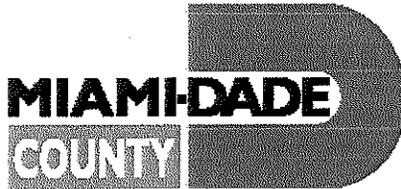
Organization	Project Title	Award
National Gay and Lesbian Task Force Foundation, Inc.	Winter Party Festival 2008	5,600
New Theatre, Inc.	Shakespeare & Friends Festival	10,000
New World Festival, Inc.	Coral Gables Cultural Calendar County-wide Tourism Cultural Activities	12,000
Orange Bowl Committee, Inc., The	2007-2008 Orange Bowl Festival	7,500
Patrons of Exceptional Artists, Inc.	Miami International Piano Festival - "Discovery Series 2008"	3,000
Performing Arts Center Trust, Inc. dba The Adrienne Arsht Center for the Performing Arts of	Target Globalbeat Second Saturdays at Carnival Center	8,000
Polo Life, LLC, The	Polo Miami Beach World Cup	10,000
Proyecto Arte Actual, Inc. d/b/a The Moore Space	FRENCH KISSING IN THE USA	4,500
Red Chemistry Inc.	Romance in a Can 2008	7,500
Rotary Foundation of South Miami, Inc.	South Miami Rotary Art Festival	3,000
Seraphic Fire, Inc.	Seraphic Fire National Radio Broadcast	12,500
South Florida Bluegrass Association, Inc.	30th Annual Everglades Bluegrass Festival	7,500
Sunrise Community Promotions, Inc.	Lighter than Air Showcase of Performers	10,000
Teatro Avante, Inc.	XXIII International Hispanic Theatre Festival	20,000
Tigertail Productions, Inc.	Tigertail International Events 2007/2008	6,000
Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
Unconservatory, Inc., The	The Unconservatory - First Quarter Events	4,000
United Haitian American Artists, Inc.	19th Annual Haitian Independence Day Gala	5,000
Viernes Culturales, Inc.	Viernes Culturales/Cultural Fridays	15,000
Virginia Key Beach Park Trust	Grand Re-Opening of Historic Virginia Key Beach Park	15,000
Women's International Film & Arts Festival, Inc.	2008 Women's International Film & Arts Festival	10,000

## TDC Activity Summary Worksheet FY 2008-2009

Organization	Project Title	Award
Actors' Playhouse Productions, Inc.	2008-2009 Mainstage Season	20,000
American Choral Directors Association	2007 ACDA National Convention	17,500
Artformz, LLC	Giants in the City	10,000
Bayfront Park Management Trust Corporation	Downtown Miami's 2008 New Year's Eve Celebration	7,500
Camposition, Inc.	1000 Homosexuals	12,500
Center for Emerging Art, Inc.	Music Map of the World	5,000
Centro Cultural Brasil-USA da Florida, Inc.	Minas Gerasis, Brazil: Land of Gold and Gems, Baroque Art and Culture	3,500
City of Sunny Isles Beach	Sunny Isles Beach Jazz Fest	15,000
Cultural Council, Inc., The	18th Annual in the Park with Art	5,400
Dave and Mary Alper Jewish Community Center, Inc.	2008-2009 Visual Arts Season	13,500
Diaspora Vibe Cultural Arts Incubator, Inc.	Caribbean Crossroads Fest	7,500
Edge Zones, Inc.	Zones Contemporary Art Fair	7,500
Exponica International, Inc.	Exponica International 2008 "La Feria de las Americas"	13,500
Family & Children Faith Coalition, Inc.	Arts @ CCDA Miami 08	7,500
Florida Dance Association, Inc.	Florida Dance Festival Winterfest	18,000
Florida Film Institute, Inc. f/a Florida Media Market, Inc.	Florida Media Market Global Conference 2008	3,000
Florida International University Board of Trustees, for the benefit of Institute for Public Management	Annual Inter-American Conference of Mayors and Local Authorities	14,400
Florida International University Board of Trustees, for the benefit of Frost Art Museum	The Frost Art Museum Grand Opening	7,500
GableStage, Inc.	Gablestage 2008-2009 Season	9,000
GALA Choruses, Inc.	GALA Choruses Festival 2008 Miami	16,960
Greater So. Dade/So. Miami/Kendall Chamber of Commerce, Inc. D/B/A Chamber South	37th Annual South Miami Art Festival	6,000

## TDC Activity Summary Worksheet FY 2008-2009

Organization	Project Title	Award
Jamaica Awareness, Inc.	Caribbean Celebration Series 09	10,000
M. Athalie Range Cultural Arts Foundation, Inc.	A Musical Celebration of Life - Honoring Mrs. Athalie Range	15,000
Miami Beach Chamber of Commerce	Miami Beach Visitors Center	20,000
Miami Beach Latin Chamber of Commerce of Miami Beach/Camara de Comercio Latina de	Tourist Hospitality Center/Centro de Hospitalidad Turistico	20,000
Miami Book Fair International, Inc.	Miami Book Fair International - 25th Edition	22,500
Miami Carnival, Inc.	Miami Carnival - The Caribbean Mardi Gras	10,000
Miami Children's Museum, Inc., The	Blue Man Group - Making Waves Traveling Exhibit	20,000
Miami Short Film Festival, Inc.	The 7th Miami Short Film Festival	6,750
Miami-Dade County Days, Inc.	Miami-Dade County Days in Tallahassee 2009 - "Paella Fest"	15,000
Miami-Dade County Park and Recreation Department (Operations Region 4)	Miami International Agricultural and Cattle Show	
Miami-Dade County Park and Recreation Department (Operations Region 5)	Ribfest 2008	12,000
Museum of Science, Inc.	Music/Musica: Access All Areas & American Sabor	12,000
New World Festival, Inc.	Coral Gables Cultural Calendar County-wide Tourism Cultural Activities	12,000
Peninsula Sculpture, LLC.	Drawing in Space: The Peninsula Project	10,000
PR Racing Miami, LLC.	Escape to Miami Triathlon	5,000
South Florida Super Bowl Host Committee, Inc.	Super Bowl XLIV Marketing Plan	25,000
Tigertail Productions, Inc.	Tigertail International & Special Projects 2008/2009	12,500
Trinidad & Tobago Saga Boys International, Inc.	Miami Calypso Fiesta Program	5,000
Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
Unconservatory, Inc., The	The Unconservatory 2008-2009 Second Quarter Events	
University of Miami School of Music	Festival Miami 2008	13,500



## MEMORANDUM

**Date:** March 17, 2009

**To:** Honorable Jose "Pepe" Diaz, Chairperson  
and Members  
Tourist Development Council

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

**Subject:** Tourist Development Council Board Nomination Committee Report and Recommendation

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A public nomination process was implemented to fill one (1) position on the Tourist Development Council (TDC); the position occurred as a result of a vacancy and the term for this position expires November 2010. The position requires candidates to be owner/operators of hotels or other tourist accommodations in the County subject to the tourist development tax. In response to the advertisement for nominations, the credentials of one eligible candidate for the TDC was submitted and reviewed by the Tourist Development Council Nomination Committee.

Based on a thorough review of qualifications, the Tourist Development Council Nomination Committee selected the recommended candidate, Rex R. Oleson, and unanimously voted to recommend this candidate to the Tourist Development Council and the Board of County Commissioners to fill the vacancy on the TDC Board.

Attached is the resume summarizing the candidate's experience in the tourism industry and a chart specifically identifying their professional or civic affiliation and their designated term.



February 6, 2009

To whom it may concern:

Please consider my application for the vacancy on the Tourist Development Council. As you can see from my attached resume, I am a general contractor in Homestead. In addition to my contracting business, my wife and I own and operate the Redland Hotel, an historic inn located in the downtown Homestead historic district.

I believe that I may be an asset to the TDC because I would represent a different perspective. I would be a voice for South Miami-Dade County, and I would also represent the smaller properties. Our property is small (13 rooms), and historic – the oldest lodging establishment remaining in Miami-Dade County, established in 1904.

Respectfully,

A handwritten signature in black ink, appearing to read "R. Oleson", written over a horizontal line.

Rex R. Oleson  
Vice-President

Rex R. Oleson  
Born: August 16, 1949  
Married / 4 Children / 8 Grandchildren  
State Certified General Contractor Since 1987  
Member of US Air Force from September 1969 - March 1976

#### General Information:

Mr. Oleson has been a resident of the Greater Homestead area since 1976 and became certified by the State of Florida as a General Contractor in 1987. Although he is licensed and qualified to build anything from townhomes or retail centers to high-rises and hospitals, he seems to have found his niche doing commercial renovations, specializing in projects requiring great attention to detail, coordination and timing. Historic projects, renovations to properties open for business during construction and hospital upgrades are routine for him.

Rex is also involved in the community. Listed below are the civic organizations he is or has been a member of;

- Homestead Historic Preservation Board (Past Chairman)
- Homestead Main Street Program (Past Chairman, Design Committee)
- Rotary Club of Homestead (Past President)
- Art South-Board of Directors
- Homestead/Florida City Chamber of Commerce (Board Member)
- City of Homestead Community Image Advisory Board

Listed below are some of the projects Mr. Oleson has completed;

- 2000 Historic Seminole Theater  
Façade Renovations. Includes Historic Correct windows and doors, painting etc.
- 2001 Historic Redland Hotel:  
Renovations to 1904 historic hotel. Had been closed in 1995 for 250 code violations. Removed all interior framing and improvements that had been done over the years. Refurbished existing building to current codes to include 13 rooms with private baths, restaurant seating for 40, private meeting room and pub. Addition of 1400sq.ft of kitchen to service restaurant.

Projects for Baptist Health South Florida:

- 16620-4056 Ultra Sound Renovations - Leonard Wilcox / 2006
- 16620-5058-Womens Ctr. 2 Lakes Pavilion - Gina Romano / 07-08
- 16620-5022 / NICU Level III - Gina Romano / 07-08
- 16635-6801-DR. Hosp Emergency Dept. / Joaquin Fardales / 08
- 16650-5005/ Mariners Hot Water Distribution / Leonard Wilcox / 07
- 16620-5051-Radiology Room #1-Imaging / Gina Romano /06-07

This should give you an idea of the type of work that Rex does. If you would like letters of reference or contacts for any of the above projects, do not hesitate to contact his office.

**FY 2008-2009  
Miami-Dade County Tourist Development Council**

**Recommended Candidate:**

<b>MEMBERS</b>	<b>AFFILIATION</b>	<b>TITLE</b>	<b>Term</b>
<b>Owners/Operators of Hotels or other Tourist Accommodations</b>			
Rex R. Oleson	Redland Hotel	President/CEO	03/09 – 11/10

**TDC Board Members**

<b>MEMBERS</b>	<b>AFFILIATION</b>	<b>TITLE</b>	<b>Term</b>
<b>Elected Municipal Officials</b>			
Mayor Matti Herrera Bower	City of Miami Beach	Mayor	01/08 – 01/12
Commissioner Michelle Spence-Jones	City of Miami	Commissioner	12/05 – 12/09
<b>Owners/Operators of Hotels or other Tourist Accommodations</b>			
Stuart L. Blumberg	Greater Miami & The Beaches Hotel Association	President/CEO	12/05 – 12/09
Juan Carlos Palacios	Hilton Hotel Corporation – Embassy Suites Hotel Miami	General Manager	06/08 – 12/09
VACANCY			
<b>Involved in Tourist Industry</b>			
Carmen Corvois-Roig	Costa Cruise Line N.V	Director of Strategic Partnerships and Key Accounts	01/08 – 01/12
William Perry	World Wide Concessions	Partner/Owner	12/05 – 12/09
Olga Ramudo	Express Travel of Miami, Inc.	President/CEO	02/08 – 02/12
<b>Chairperson</b>			
Commissioner José "Pepe" Diaz	Miami-Dade County Commissioner	Vice-Chairman	02/07 – 02/11

Sports  
For-Profit Organizations (First Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. H-1	Excel Events and Productions, LLC	5,000	Miami International Triathlon	03/13/09 to 03/15/09	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
<b>Subtotals:</b>		<b>5,000</b>			<b>15,000</b>					<b>10,000</b>		<b>0</b>

\*D = Direct R = Reimbursement

Beginning Balance for FY 2008-2009: 1,025,000  
 Carry-over/Recaptured Funds: 88,452  
 Total Available for FY 2008-2009: 1,113,452

Beginning Balance for 2nd Funding Quarter: 256,208  
 Shoulder Season Fund 50,000  
 Total in the Reserve Fund: 58,508

Remaining Balance for the Program:

Total number of Applications: 35  
 Grant request grand total: 585,010  
 Request to recommendation grand total: 314,460  
 Subcommittee Recommendation Grand Total: 260,800  
 Final Panel Recommendation Grand Total: 0

Agenda Item No.: A-1

**ORGANIZATION:** American Public Media/ Classical South Florida

**GRANT REQUEST:** \$13,500

**TITLE OF EVENT:** SymphonyCast Special Edition - The Cleveland Orchestra  
Live From Miami

**RECOMMENDATION:** \$13,500

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:**

**EVENT LOCATION:** Adrienne Arsht Center for the Performing Arts of Miami-Dade County

**DESCRIPTION:**

Funds are requested to support SymphonyCast Special Edition - The Cleveland Orchestra Live from Miami, the simulcast of the Cleveland Orchestra's winter performances at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County, Inc. on Classical South Florida radio 89.7 FM. Presented as special editions of American Public Media's weekly SymphonyCast program, these live performances presented by the world-famous Cleveland Orchestra in January, March, and April 2009 highlight the resurgence of classical radio programming in the South Florida region.

**HOTEL CONFIRMATION:**

N/A

**OUTSIDE MEDIA:**

N/A

**PREVIOUS TDC FUNDING:**

\$15,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

American Public Media - \$50,344

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
American Public Media Group / Classical South Florida  
Organization Address: 330 SW Second Street, Suite 207  
City: Fort Lauderdale State: FL Zip: 33312 Website: [www.classicalsouthflorida.org](http://www.classicalsouthflorida.org)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2007
- (7) FEI#: 26 - 1417978 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 10/2/2008 Time: 3 - 5 p.m.
- (10) Name: Douglas C. Evans X Mr.  Mrs.  Ms.  Miss  Dr.  
Title: General Manager Phone (day): (954) 545 - 7621 ext.  
Email: [devans@classicalsouthflorida.org](mailto:devans@classicalsouthflorida.org) Fax: (954) 545 - 7630 Phone (other): (212) 810 - 7705 ext.

**PROJECT INFORMATION**

- (11) Project Title: *SymphonyCast Special Edition – The Cleveland Orchestra Live From Miami*
- (12) Starting and Ending Dates: Jan 31, March 7, & April 4, 2009 (13) Starting and Ending Times: 8 - 11 PM each performance
- (14) Address or Location of Project: Simulcast from the Adrienne Arsht Center for the Performing Arts of Miami-Dade County
- (15) Municipality in which project will take place (use codes): Primary: # ALL Secondary: # N/A
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 3 Florida State Senate District: # 35  
Florida State House District: # 109 U.S. Congress District: # 18  
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_
- (18) Expected Participation (# of individuals): Attending Total: 128,000\* Performing/Participating Total: 100+  
\* Expected number of listeners Children: N/A Children: N/A
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

#### *SymphonyCast Special Edition – The Cleveland Orchestra Live From Miami*

Classical South Florida 89.7 FM, the new, all-classical music radio station owned by the American Public Media Group, will broadcast three performances of the world-renowned Cleveland Orchestra live from the Adrienne Arsht Center of the Performing Arts of Miami-Dade County, Inc. These performances will be simulcast on Classical South Florida 89.7 FM in the Miami/Ft. Lauderdale area, and on translator station 101.9 FM in West Palm Beach.

TDC funding will enhance this project's tourism attractiveness by contributing a much-needed element to Miami-Dade County's/South Florida's cultural scene. There is currently no radio station in South Florida offering 24/7 classical music service. With the addition of Classical South Florida to the public radio forum and a means to broadcast regional performances not only throughout Miami-Dade, Broward, Palm Beach, and Monroe Counties, but also nationally through live, streaming web audio-casts, potential visitors can receive an "aural taste" of South Florida's eclectic, thriving arts scene.

*SymphonyCast Special Edition – The Cleveland Orchestra Live From Miami*, under the direction of conductor Franz Welser-Möst, will take place January through April 2009 during the Cleveland Orchestra's winter residency, with three simulcast performances to take place on the following dates: Saturday, January 31, 2009 at 8 p.m.; Saturday, March 7, 2009 at 8 p.m.; and Saturday, April 4, 2009 at 8 p.m. All performances will be broadcast live from the Arsht Center's Knight Concert Hall, and, schedules permitting, will be hosted by *SymphonyCast's* senior producer, Brian Newhouse. The programs will be co-hosted by Robert Conrad, the voice of Cleveland Orchestra radio broadcasts since 1965.

Primary marketing and public relations efforts will be done through on-air announcements and promotional spots as well as through Cleveland Orchestra and Arsht Center promotional mailings.

Since the demise of Miami's premier classical music station WTMI 93.1 FM in January 2002, there has been a great need for a classical music radio presence in the South Florida region to represent not only our music organizations and venues, but also to provide a voice for all cultural organizations whose budgets necessitate a radio station with an audience committed to the preservation and enjoyment of all arts genres.

Each week, more than 3.4 million people listen to classical music programs produced by American Public Media (APM), making it the farthest-reaching producer of original classical music content in the United States. American Public Media is also the proud producer and distributor of award-winning, popular public radio programs including *Marketplace*, *A Prairie Home Companion*, *Speaking of Faith*, and *Pipedreams*. As owner of Classical South Florida, APM has brought its years of experience and proven track record to the South Florida cultural landscape. APM is making significant investments to provide the nation's 12<sup>th</sup> largest city with free access to great art. As the only organization offering classical radio programming to our music-loving audiences, the presence of Classical South Florida enhances the overall tourist value of Miami-Dade County. This presence, along with APM's national and international name- and program-recognition, and CSF's local partnerships with regional arts organizations such as the Adrienne Arsht Center for the Performing Arts of Miami-Dade County Inc., will increase the number of visitors looking for a comprehensive, world-class cultural destination.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

			TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	6	\$27,043		\$7,856		\$19,187	N/A
ARTISTIC:	NUMBER OF ARTISTS:	_____	_____		_____		_____	_____
TECHNICAL:	NUMBER OF EMPLOYEES:	3	_____		_____		_____	_____
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	_____	_____		_____		_____	_____
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	_____	_____		_____		_____	_____
MARKETING/PUBLICITY			_____		_____		_____	_____
PRINTING			_____		_____		_____	_____
POSTAGE			_____		_____		_____	_____
IN-COUNTY TRAVEL			_____		_____		_____	_____
OUT OF COUNTY TRAVEL			\$13,000				\$13,000	_____
EQUIPMENT RENTAL			\$4,400		\$4,400			_____
EQUIPMENT PURCHASE			_____		_____		_____	_____
SPACE RENTAL			\$820		\$820			_____
INSURANCE			_____		_____		_____	_____
UTILITIES			_____		_____		_____	_____
SUPPLIES/MATERIALS			_____		_____		_____	_____
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	PRORATED ALLOCATION OF BENEFITS		\$6,386				\$6,386	_____
	EQUIPMENT SHIPPING		\$424		\$424			_____
	CONTINGENCY @10% OF DIRECT PROGRAM EXPENSES		\$1,683				\$1,683	_____
	INDIRECT EXPENSES @20% OF TOTAL PROJECT		\$10,088				\$10,088	_____
			_____		_____		_____	_____
			_____		_____		_____	_____

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**\$13,500**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**\$63,844 = \$13,500 + \$50,344**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**N/A**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 63,844** Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.



Agenda Item No.: A-2

**ORGANIZATION:** Coconut Grove Arts & Historical Association, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** 46th Annual Coconut Grove Arts Festival

**RECOMMENDATION:** \$22,500

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 14-16, 2009

**EVENT LOCATION:** Streets of Coconut Grove, Florida

**DESCRIPTION:**

Funds are requested to support the 46th Annual Coconut Grove Arts Festival held the weekend of February 14-16, 2009. The festival maintains its position as one of the largest, most visible and prestigious events of its kind in Miami-Dade County. The event is held annually during the Presidents' Day Weekend.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Print: The Miami Herald/ El Nuevo

T.V.: NBC 6, Telemundo

**PREVIOUS TDC FUNDING:**

\$25,000 (07-08); \$17,500 (06-07) End of cycle; \$17,500 (05-06); \$20,000 (04-05); \$22,500 (03-04);  
\$25,000 (02-03)

**OTHER GOVERNMENT FUNDING:**

FEST -

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

TDC/09-\_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
Coconut Grove Arts & Historical Association, Inc.  
Organization Address: 3390 Mary Street Suite 128  
City: Coconut Grove State: FL Zip: 33133 Website: [www.coconutgroveartsfest.com](http://www.coconutgroveartsfest.com)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1963
- (7) FEI#: 59 - 1652630 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 9/25/08 Time: 10:30 am
- (10) Name: Katherine A. Phillips  Mr.  Mrs.  Ms.  Miss  Dr.  
Title: Chief Operating Officer Phone (day): (305) 447 - 0401 ext. 23  
Email: [Katherine@coconutgroveartsfest.com](mailto:Katherine@coconutgroveartsfest.com) Fax: (305) 447 - 1499 Phone (other): (305) 962 - 0615 ext.

**PROJECT INFORMATION**

- (11) Project Title: 46<sup>th</sup> Annual Coconut Grove Arts Festival
- (12) Starting and Ending Dates: February 14-16, 2009 (13) Starting and Ending Times: 9am - 6pm
- (14) Address or Location of Project: Streets of Coconut Grove Florida
- (15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 30
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 7 Florida State Senate District: # 18  
Florida State House District: # 38 U.S. Congress District: # 18  
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_
- (18) Expected Participation (# of individuals): Attending Total: 150K Performing/Participating Total: 340  
Children: \_\_\_\_\_ Children: \_\_\_\_\_
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The Coconut Grove Arts Festival presented by Blue Cross and Blue Shield of Florida continues in its position as one of the largest and most prestigious events of its kind in the world. While celebrating its roots and revitalizing the local arts, the Festival draws patrons not only from our local community but also from all over the United States, Canada, Latin America and Europe. The Festival is one of Miami-Dade County's most visible and celebrated events drawing attention to the astonishingly beautiful community that hosts it. Held annually during Presidents' Day Weekend, the Festival will be celebrating its 46<sup>th</sup> Anniversary February 14, 15, 16, 2009 and will proudly display the works of more than 300 fine artists and craftsmen in the streets of Coconut Grove to more than 150,000 patrons.

The Festival, conceived as a publicity stunt to promote the opening of "Irma la Douce" at the Coconut Grove Playhouse in 1963, continues four decades later to strive to expose the South Florida community to the extensive treasures art has to offer. In order to maintain the highest quality of exhibiting artists, the Festival conducts a blind jurying process in which a panel of local and national art experts review over 7,000 images submitted by the applicants. An artist applying to the Festival is vying for a spot in a show that was ranked #1 by Sunshine Artist Magazine in 2007 as the top fine arts festival in the country. In an effort to keep up with technology, the Festival utilizes a national digital application and jurying system called Zapplication. This advancement in technology has made information about our show accessible to a wider market of artists and has increased our application submissions by more than 15%.

In an effort to ensure that the Festival has something to offer everyone, we not only celebrate the Visual Arts, but also bring both Performing Arts and Culinary Arts to our patrons. In 2008, local artists entertained the crowds by crooning familiar tunes and exposed patrons to innovative forms of artistic expression via mime, dance and music. This year the Festival partnered with the University of Miami Frost School of Music to delight and entertain our patrons with jazz selections from our main stage in Peacock Park. For the 2009 event, the Festival is exploring a partnership with Sony Music who is working to provide performing artists for the Main Stage. While the final roster of artists has not been completed, our commitment stands to provide quality entertainment to enhance the visual arts experience at the Festival.

In 2008, Old Grovites and community groups alike lit up the Target Family Stage which gathered a crowd of youngsters and their parents. The Festival's Culinary Showcase Pavilion was added to the mix in 2006 and has developed quite a fan base among Festival-goers. With exhibits from local chefs occurring throughout the day there is always something to tickle your taste buds. Quality programming such as this allows us to attract a broader audience to the event furthering our commitment to expose our community and tourists to the arts. The Festival will continue to employ planning methods that will further the mission of our organization: Celebration of Arts in Miami-Dade County.

As it takes a community like Miami-Dade County to host an event of this magnitude, it also takes a year-round full time staff to conceptualize, plan and implement this three-day event. Our planning and implementation is an ongoing process that is driven by our professional staff and monitored by our Board of Directors throughout the year assuring the best quality event for Miami-Dade County.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>179,428</u>		<u>179,428</u>	
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>					
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>107,926</u>		<u>107,926</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:			<u>291,700</u>		<u>291,700</u>	
MARKETING/PUBLICITY				<u>131,342</u>		<u>131,342</u>	
PRINTING				<u>42,900</u>		<u>42,900</u>	
POSTAGE				<u>10,100</u>		<u>10,100</u>	
IN-COUNTY TRAVEL				<u>5,450</u>		<u>5,450</u>	
OUT OF COUNTY TRAVEL				<u>4,050</u>		<u>4,050</u>	
EQUIPMENT RENTAL				<u>95,900</u>	<u>25,000</u>	<u>70,900</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>104,047</u>		<u>104,047</u>	
INSURANCE				<u>55,000</u>		<u>55,000</u>	
UTILITIES				<u>68,400</u>		<u>68,400</u>	
SUPPLIES/MATERIALS				<u>29,200</u>		<u>29,200</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	VOLUNTEER EXPENSE			<u>9,000</u>		<u>9,000</u>	
	ARTIST AWARDS			<u>30,000</u>		<u>30,000</u>	
	ENTERTAINMENT & TALENT			<u>60,000</u>		<u>60,000</u>	
	TICKET & RE-ENTRY SYSTEM			<u>7,300</u>		<u>7,300</u>	
	PERMITS & FEES			<u>50,000</u>		<u>50,000</u>	
	OTHER ITEMS (SEE ATTACHED)			<u>25,450</u>		<u>25,450</u>	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**25,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**1,307,193** = **25,000** + **1,282,193**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 1,307,193** Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	275,658		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	459,205		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL <b>FEST Grant</b>	77,330		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<b>Artist Fees</b>	260,000		
<b>Merchandise Sales</b>	60,000		
<b>Vendor Fees</b>	150,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**1,307,193**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 1,307,193**

\* Sum of #49 Cash & #50 In-kind

Agenda Item No.: A-3

**ORGANIZATION:** Council of International Fashion Designers, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** Miami Fashion Week

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** March 19, 2009 - March 22, 2009

**EVENT LOCATION:** SOHO Studios/ 2136 NW 1st Avenue, Miami, FL 33127

**DESCRIPTION:**

Funds are requested to support the marketing, public relations and production costs associated with the 11th Annual Miami Fashion Week of the Americas, which is the largest Latin American and international fashion event in the U.S. The festival is scheduled to take place on March 19-22, 2009. The event attracts thousands of international media, industry professionals, celebrities and special guests from more than 25 countries worldwide.

**HOTEL CONFIRMATION:**

The Strand, The Astor, The Wave, Circa 39, The Dorchester and The Merseille - (Pending)

**OUTSIDE MEDIA:**

Broadcast: MEGA TV & SBS

Web: Terra.com/ Mujer channel

**PREVIOUS TDC FUNDING:**

\$5,250 (07-08); \$15,000 (06-07); \$7,500 (05-06) ; \$7,500 (04-05); End of cycle-\$2,450 (03-04); \$2,450 (02-03); \$5,000 (01-02); \$3,150 (00-01); \$3,500 (99-00)

**OTHER GOVERNMENT FUNDING:**

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
 FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
 COUNCIL GRANTS PROGRAM

**TDC/09-\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
 Council of International Fashion Designers, Inc.  
 Organization Address: 9378 NW 8th Circle  
 City: Plantation State: FL Zip: 33324 Website: [www.miamifashionweek.com](http://www.miamifashionweek.com)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1996
- (7) FEI#: 31 - 1673491 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: 10/14/08 Time: 12:00pm
- (10) Name: Beth Sobol  Mr.  Mrs.  Ms.  Miss  Dr.  
 Title: Executive Producer Phone (day): (954) 476 - 5761 ext.  
 Email: [Beth@sobolfashion.com](mailto:Beth@sobolfashion.com) Fax: (954) 476 - 8697 Phone (other): (954) 249 - 4081 ext.

**PROJECT INFORMATION**

- (11) Project Title: Miami Fashion Week
- (12) Starting and Ending Dates: March 19 – 22, 2009 (13) Starting and Ending Times: 5:00pm – 11:00pm
- (14) Address or Location of Project: Soho Studios, 2136 NW 1<sup>st</sup> Ave Wynwood, Miami FL 33127
- (15) Municipality in which project will take place (use codes): Primary: # 3 Secondary: # 2
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 3 Florida State Senate District: # 39  
 Florida State House District: # 109 U.S. Congress District: # 17  
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_
- (18) Expected Participation (# of individuals): Attending Total: 15K Performing/Participating Total: 250  
 Children: \_\_\_\_\_ Children: \_\_\_\_\_
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

Miami Fashion Week® is the largest Latin American and international fashion event in the US. The 11<sup>th</sup> annual event is scheduled for March 19 – 22, 2009 with over 500 international media registered and 60 fashion, furniture and jewelry/accessories designers participating. The event will take place at the SOHO Studios located in the Wynwood Art District of Miami. Each day a minimum of 3 fashion shows will be held in group and individual formats, plus mini concerts and deejay performances being organized and hosted by Red Bull with all plans now being finalized. New educational seminars on trends, the US retail market, new trade laws, importing, distribution, intellectual property laws, logistical requirements for shipping, etc. will also be provided to the event participants sponsored by Citibank, hosted by the World Trade Center Miami and presented by Sandler, Travis & Rosenberg, P.A.. Several afterglow parties in Miami-Dade County's hottest party venues including Plunge at the Gansevoort Hotel, Aerobar, Mondrain Hotel, Karu & Y and LIV at the Fountainebleau Hotel will add excitement to the event.

The 2009 participating designers include Jose Maria Almeida from Venezuela, Jeronima Palacio from Colombia, Julia y Renata from Mexico, Federico Visuetti from Panama, Nguni Shades from South Africa, Amato Couture from Dubai UAE and many other designers from throughout Latin America, The Middle East, India, Italy, the Caribbean US, Spain, etc. The Miami Moda & Music Awards, the official closing event of the week will feature a fashion show by our special guest designer Agatha Ruiz de la Prada and performances by renowned and emerging Sony BMG Latin recording artists including Kany Garcia, Chris Perez and Jeremias plus performances by some of the biggest deejays in the country with Irie Music Corp. MFW is open to the public and tickets may be purchased on the official web site for \$25.00 per show. A portion of the proceeds will benefit the Miami Fashion Week Foundation in the support of continued education for emerging designers. Discounted hotels rates have been secured from The Strand Ocean Drive, The Astor, The Wave, The Dorchester and the Claridge Hotel, however guests and attendees of MFW do stay at their choice of a wide variety of hotels throughout Miami-Dade. Approximate number of room nights is expected to be well over 5,000 for attending guests, media, designers, models, etc. with approximately 15,000 overall guests in attendance for the event and after parties. MFW has agreements with the hotels who are all honoring the special "Miami Fashion Week" rates based on availability of the rooms at the time of booking. International advertising and promotion for the event will begin in January with our media partners Editorial Televisa, Apollo Men's Magazine, Terra Networks, Copa Airlines In-Flight Magazine and the events official web site [www.MiamiFashionWeek.com](http://www.MiamiFashionWeek.com).

Miami is now firmly established on the international fashion circuit that brings designers, celebrities, media and buyers to the world's fashion weeks. This unique project is a very worthwhile use of TDC funds because it supports the continued growth of Miami-Dade as the promotional and business hub of the expanding international fashion industry through quality tourism initiatives. Additionally, it supports a wide variety of television organizations, Internet and print media exposure to the international press featuring the City of Miami and all of Miami-Dade County as a quality, high-profile business and tourist destination to the nearly 63,000,000 people that view MFW around the world.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>6</u>	50000				40,181	2500
ARTISTIC:	NUMBER OF ARTISTS: <u>50</u>	60000				60000	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>4</u>	40600				40600	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>10</u>	150000				150000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>6</u>	30544				30544	
MARKETING/PUBLICITY		42000		15000		26819	15000
PRINTING		10000				10000	
POSTAGE		5000				5000	
IN-COUNTY TRAVEL		26000				26000	10000
OUT OF COUNTY TRAVEL		20000				20000	
EQUIPMENT RENTAL		123000				123000	
EQUIPMENT PURCHASE							
SPACE RENTAL		35000				25000	2500
INSURANCE		3500				3500	
UTILITIES		10000				20000	
SUPPLIES/MATERIALS		16675				16675	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	CITY SERVICES IE FIRE, POLICE	5000		5000		5000	
	SECURITY	5000		5000		5000	
	TELEPHONE, INTERNET	6000				6000	
	PRINTING/PREP OF SPONSORS MATERIALS	13500				13500	
	OFFICE SUPPLIES/MISC MATERIALS	8181				8181	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**25000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**660000**

= **25000** + **635000**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**30000**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 690000**

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	22691		
CONTRACTED SERVICES	330000		
TUITIONS			
CORPORATE SUPPORT	282309	30000	EDITORIAL TELEVISION
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
_____			
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**660000**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**30000**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 690000**

\* Sum of #49 Cash & #50 In-kind

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**Agenda Item No.:** A-4

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**ORGANIZATION:** Deering Estate Foundation, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** 5th Annual Deering Seafood Festival on the Bay

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** March 29, 2009

**EVENT LOCATION:** The Deering Estate, 16701 SW 72nd Avenue

**DESCRIPTION:**

Funds are requested to support costs associated with the production of the Fifth Annual Deering Seafood Festival on the Bay taking place on March 29, 2009, at Deering Estate at Cutler. The festival provides a Caribbean themed all-day event, live entertainment, celebrity chef demonstrations, fresh South Florida seafood from local restaurants and caterers, an Artist Village and interactive arts and crafts for kids.

**HOTEL CONFIRMATION:**

Dadeland Marriott  
Marriott Courtyard

**OUTSIDE MEDIA:**

Love94 / Clear Channel - Pending

**PREVIOUS TDC FUNDING:**

\$5,000 (07-08); \$5,000 (05-06)

**OTHER GOVERNMENT FUNDING:**

CG - \$10,000 (pending)

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

TDC/09-\_\_\_\_\_

QUARTER/CATEGORY

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

ORGANIZATION AND CONTACT INFORMATION

(3) Organization Name (exactly as it appears on Articles of Incorporation):

The Deering Estate Foundation, Inc.

Organization Address: 16701 SW 72 Avenue

City: Palmetto Bay State: FL Zip: 33157 Website: [www.deeringestate.org](http://www.deeringestate.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1989

(7) FEI#: 65 - 0121026 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/02/08 Time: 3:00 pm

(10) Name: Mary Pettit  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director Phone (day): (305) 235 - 1668 ext. 266

Email: [pettitmary@bellsouth.net](mailto:pettitmary@bellsouth.net) Fax: (305) 233 - 5074 Phone (other): (786) 942 - 4671 ext.

PROJECT INFORMATION

(11) Project Title: 5<sup>th</sup> Annual Deering Seafood Festival on the Bay

(12) Starting and Ending Dates: Sunday, March 29, 2009 (13) Starting and Ending Times: 11am-6pm

(14) Address or Location of Project: 16701 SW 72 Avenue, Palmetto Bay, FL 33157

(15) Municipality in which project will take place (use codes): Primary: # 32 Secondary: # 1

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 8 Florida State Senate District: # 39

Florida State House District: # 117 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 5500 Performing/Participating Total: 500  
Children: 1000 Children: 150

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

**USE THIS SPACE ONLY**

**WHAT:** Funds are requested to support the marketing and production costs for the 5<sup>th</sup> Annual Deering Seafood Festival on the Bay (DSF) that embraces approximately 6,000 guests and participants each year. The Deering Estate Foundation (DEF) proudly presents this annual event supporting its mission of "raising public awareness, outreach and enjoyment of the historical Deering Estate at Cutler (DEC)" while showcasing its vast cultural, educational and recreational programs that take place year-round.

**HOW:** The DSF is presently the only Seafood Festival that takes place in MDC, unique among established Seafood Festivals by virtue of its venue and overall quality. Festival marketing aggressively reaches out to tourists and residents alike using the allure of fresh South Florida seafood, live all-day Caribbean themed entertainment for the entire family, celebrity chef demonstrations, the Lil' Shrimp Kids Zone filled with interactive arts, crafts and activities for children and an Artist Village featuring up to 18 exhibiting artists and artisan crafters. Throughout the festival, DEC offers guided tours of the historical buildings and tours of Biscayne Bay aboard the Pelican Skipper Pontoon Boat providing guests a unique opportunity to step back in time to learn of an era gone by. Publicity for the festival specifically targets residents and tourists of Miami-Dade, Broward, Palm Beach and Monroe Counties through a combination of print, on-air, internet, TV and radio mediums. A copy of the 2009 Media Plan is attached. The target audience is multi-generational, non-ethnic specific, ADA and family friendly. Media partners include Love 94/Clear Channel, Big 105.9, NBC South Florida Today, ABC News and WLRN Arts Beat. Survey results confirm the event draws Florida residents from as far north as Tallahassee, south from the Florida Keys, as far west as Naples and both national and international tourists visiting Miami. We are proud to partner with the Miami Dadeland Marriott as our host hotel providing easy access to Metrorail enabling guests to further explore Miami during their stay.

**WHEN & WHERE:** The 5<sup>th</sup> Annual DSF will take place Sunday, March 29, 2009 from 11am-6pm at the historical DEC. Admission is free to DEF members and children under 5. Admission for non-members is \$15 for adults and \$5 for children ages 5-12.

**WHO:** A copy of the 2008 Event Program is attached for your reference. This year the DSF will once again provide an "Escape to the Caribbean" featuring all-day live entertainment coordinated by DN Productions that includes The Symphony of Steel, Bahamian Junkanoo Band, Virgin Island Stilt Walkers, Polynesian Fire Dancers and the Jamaican Reggae band Sunset. Four Celebrity Chef Demonstrations take place under the big-top tent center courtyard between noon and 4pm hosted by the students of Robert Morgan Educational Center's Culinary Arts Program featuring a select group of Miami's top chefs under the advice of Carol Kotkin. Twelve local restaurants and caterers serve up an array of freshly prepared South Florida seafood for the enjoyment of our guests. On exhibit in the Artist Village are the works of local artists and artisan crafters representing multiple mediums while the Lil' Shrimp Kids Zone is abuzz with activities to engage and delight young festival goers. Over 400 volunteers support this event each year. Local Boy Scout Troops coordinate recycling efforts. A free bicycle valet is provided by Green Mobility Network to encourage local residents to bike to the event promoting a "green", fun and healthy way to commute. The Village of Palmetto Bay provides in-kind use of their I-Buses to shuttle guests to and from the event from the overflow parking areas. The Cultural Council, Palmetto High School Interact, Cutler Ridge Police Explorers, Coral Reef High School DFYIT and other groups earning community service hours provide valuable support each year.

**TDC Funding:** TDC Funding enables us to continue investing in strategic marketing and component quality to further establish DSF as one of South Florida's signature annual events. It provides a very valuable and unique opportunity to introduce and showcase one of MDC's largest and most diverse historical and cultural attractions that offers year-round activities for all ages. Survey results reveal that over 35% of attendees each year are first-time visitors to DEC. Through building awareness, we encourage festival goers to return for other activities throughout the year.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>7,000</u>		<u>7,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF						
EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>16</u>		<u>18,000</u>		<u>18,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>6</u>		<u>2,800</u>		<u>2,800</u>	
MARKETING/PUBLICITY				<u>12,400</u>	<u>6,400</u>	<u>6,000</u>	<u>3,000</u>
PRINTING				<u>3,000</u>		<u>3,000</u>	<u>2,500</u>
POSTAGE				<u>1,200</u>		<u>1,200</u>	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				<u>20,000</u>	<u>8,600</u>	<u>11,400</u>	<u>4,000</u>
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>10,000</u>		<u>10,000</u>	<u>10,000</u>
INSURANCE				<u>2,000</u>		<u>2,000</u>	
UTILITIES							
SUPPLIES/MATERIALS				<u>12,000</u>		<u>12,000</u>	<u>4,500</u>
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	EDUCATIONAL OUTREACH			<u>4,000</u>		<u>4,000</u>	
	SIGNAGE			<u>3,000</u>		<u>3,000</u>	
	CONTINGENCY			<u>5,000</u>		<u>5,000</u>	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**15,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**100,400** = **15,000** + **85,400**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**24,000**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 124,400** Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	35,000		
CONTRACTED SERVICES	2,000		
TUITIONS			
CORPORATE SUPPORT	22,000	5,500	CLEAR CH, MIA HERALD, COLOR EXPRESS, COMMUNITY NEWSPAPERS
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <b>CG Grant</b>	5,600	4,000	VILLAGE OF PALMETTO BAY
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Beverage Sales	10,000	3,500	GOLD COAST BEV, CROWN W&S
Space Rental		10,000	DEERING ESTATE AT CUTLER
T-shirts/Visors	2,000	1,000	PARADISE EMB. & SILKSCREEN
Kids Zone Food	2,800		
Vendor/Exhibitor Registrations	6,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>100,400</b>	
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>24,000</b>
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 124,400</b>	

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

Agenda Item No.: A-5

**ORGANIZATION:** Dr. Martin Luther King Jr. Parade & Festivities Committee,  
Inc.

**GRANT REQUEST:** \$10,000

**TITLE OF EVENT:** Dr. Martin Luther King, Jr. Parade & Festivities Committee,  
Inc.

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 19-23, 2009

**EVENT LOCATION:** Various locations

**DESCRIPTION:**

Funds are requested to support the 2009 Martin Luther King, Jr. festivities scheduled for January 19-23, 2009. The celebrations consists of a non denominational, non sectarian, spiritual breakfast; an Oratorical Essay Contest held in conjunction with Miami-Dade County Public Schools; a banquet and finally a parade through the heart of the communities of Liberty City & Brownsville on Dr. Martin Luther King, Jr. Boulevard. The activities commemorate the legacy and life works of Dr. Martin Luther King, Jr.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

T.V.: WNBC, WSVN, BET, Channel 10, Channel 17  
Radio: WMBM, Hot 105, WEDR 99 JAM (All pending)

**PREVIOUS TDC FUNDING:**

\$7,500 (07-08); \$8,000 (06-07); \$6,300 (05-06); \$7,000 (04-05); (\$5,000 (03-04) - End of cycle); \$5,000 (02-03); \$7,000 (01-02); \$7,000 (00-01); \$5,000 (99-00)

**OTHER GOVERNMENT FUNDING:**

MDC CBO - \$75,000 (Pending)

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc

Organization Address: PO Box 510406

City: Miami State: FL Zip: 33151 Website:

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1985

(7) FEI#: 59 - 2481519 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: Time:

(10) Name: Preston W. Marshall, Jr  Mr.  Mrs.  Ms.  Miss  Dr.

Title: President Phone (day): (305) 835 - 2464 ext.

Email: [pwmshost@bellsouth.net](mailto:pwmshost@bellsouth.net) Fax: (305) 835 - 7684 Phone (other): (305) 773 - 4043 ext.

**PROJECT INFORMATION**

(11) Project Title: Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc

(12) Starting and Ending Dates: January 12-19, 2009 (13) Starting and Ending Times: 9:00 am – 10:00 pm

(14) Address or Location of Project: Various

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 3

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 3 Florida State Senate District: # 39

Florida State House District: # 104 U.S. Congress District: # 17

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 450,000 Performing/Participating Total: 1,000  
 Children: 200,000 Children: 600

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

**USE THIS SPACE ONLY**

**WHAT** - The 2009 observance will mark our organization's 29th year in producing and sponsoring this National holiday celebration. This parade and its festivities continue to foster unity and awareness in our inner-city youth and residents. It serves as a reminder of the impact that Dr. King made on our society and the road that he paved for us. Not only does this parade honor Dr. King; it provides a much-needed economic boost to our inner city. With more than 1000 participants, it allows us to display the talents of our youth through their participation with more than 20 elementary, jr. high and senior high schools bands. It stresses the importance of knowing about our Black historians through our essay contests and reinforces the importance of family, friends, and support of community efforts.

**WHEN & HOW MANY EVENTS** – During January 12-19, 2009, the State of Florida and Miami-Dade County will join the rest of the Nation in observing the birth, legacy, and life works of the late Reverend Dr. Martin Luther King, Jr. The 2009 celebration will consist of a Kick-off nondenominational, nonsectarian spiritual breakfast with Reverend Douglas Cook as guest speaker and an Oratorical Essay contest, a joint venture between MLK and Miami-Dade County Public Schools. The student's participate by writing an essay based on one of Dr. King's speeches. The celebratory activities that will close the MLK festivities are the awards and scholarship banquet and the traditional parade through the heart of the African American enclave of Liberty City/Brownsville on MLK Blvd. (Entertainment, breakfast and awards banquet are still in planning stage and are contingent upon funding).  
Essay Contest – January 12-16, Miami Dade County Public Schools  
Scholarship Banquet – January 16, 2009, Intercontinental Hotel  
Unity Breakfast – January 15, 2009, Joseph Caleb Center  
Parade and Festivities, January 19, 2009, MLK Park

**WHERE** – Various locations for the youth oratorical contest of Dr. King's speeches; spiritual breakfast and awards and scholarship locations will be held at the Sheraton, and the parade will start at 54th Street NW 8th Avenue – 32nd Avenue and 62nd Street.

**WHY** - According to the media last year's (2008) celebration played to an audience of more than 450,000 spectators and participants. Due to the nature and geographical location of this event, the principal target groups are African-Americans. The celebration is a county wide multicultural multi-ethnic activity designed to engage the participation of all Miami-Dade Countians regardless of race, ethnicity, gender religion or national origin.

**WHO** - The Martin Luther King, Jr., Committee is successful in increasing the number of Asians, Caribbean Blacks, Anglos and Hispanics that attended the 2008 parade. The partnerships with Miami-Dade County School and the different media outlets played a large role in drawing a diverse crowd of participants.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: 5	5,000				5,000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	24,500		1000		23,500	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY		10,000				10,000	
PRINTING		1,000				1,000	
POSTAGE		500				500	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		9,000				9,000	
EQUIPMENT PURCHASE							
SPACE RENTAL		1,000		1,000			
INSURANCE		10,000		3,000		7,000	
UTILITIES							
SUPPLIES/MATERIALS		2,000				2,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
BARRICADES		43,000		5,000		38,000	
PARADE FLOATS		15,000				15,000	
SECURITY		3,750				3,750	
SANITATION		3,750				3,750	
VOLUNTEERS							20,000

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

10,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

129,500

= 10,000

+ 119,500

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

20,000

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 149,500

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	6,500		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	7,500		
FOUNDATION SUPPORT	7,500		
PRIVATE/INDIVIDUAL SUPPORT	7,500		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	5,500		
OTHER REVENUES (Itemize below)			
COMMUNITY GRANT	10,000		
CBO	75,000		
VOLUNTEERS			10,000
CITY SERVICES			10,000
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>10,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7) 129,500

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) 20,000

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) \$ 149,500 \* Sum of #49 Cash & #50 In-kind

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**Agenda Item No.:** A-6

**ORGANIZATION:** Historical Association of Southern Florida, Inc.

**GRANT REQUEST:** \$13,510

**TITLE OF EVENT:** 2009 Miami International Map Fair

**RECOMMENDATION:** \$5,250

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 6, 2009 - February 8, 2009

**EVENT LOCATION:** 101 West Flagler Street

**DESCRIPTION:**

Funds are requested to support the marketing and promotion cost associated with the 2009 Annual Miami International Map Fair. Held on February 6-8, 2009, the event brings over 1,600 antique map dealers, collectors and enthusiasts from around the world to buy, sell and discuss historical and contemporary cartography through special functions and public lectures. This event aims to enhance the ongoing effort to encourage an appreciation for cartography and antique maps while showcasing this annual event as number one in the world.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$6,000 (07-08); \$6,750 (06-07); \$7,500 (05-06)

**OTHER GOVERNMENT FUNDING:**

Downtown Dev Authority - \$ 2,500

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Historical Association of Southern Florida

Organization Address: 101 W. Flagler Street

City: Miami State: FL Zip: 33130 Website: [www.hmsf.org](http://www.hmsf.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1940

(7) FEI#: 59 - 0968005 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/2/08 Time: 3pm

(10) Name: Marcia Kanner  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Map Fair Manager Phone (day): (305) 375 - 1492 ext.

Email: [m.kanner@hmsf.org](mailto:m.kanner@hmsf.org) Fax: (305) 375 - 1609 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: Sixteenth Annual Miami International Map Fair

(12) Starting and Ending Dates: February 6-8, 2008 (13) Starting and Ending Times: 10am-5pm

(14) Address or Location of Project: 101 W. Flagler Street, Miami, FL 33130

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: #    

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 36

Florida State House District: # 107 U.S. Congress District: # 18

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 1600 Performing/Participating Total: 110  
Children: 50 Children: \_\_\_\_\_

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The 16<sup>th</sup> Annual Miami International Map Fair is a 3-day event to be held February 6-8, 2009. The event is held at the Historical Museum of Southern Florida in downtown Miami, with lectures offered in the Miami-Dade Public Library's auditorium. Approximately 1,700 map dealers, collectors and members of the general public come to the Map Fair to buy, sell, browse and discuss historical maps. In 2008 attendees came from 13 countries and 25 U.S. states. Advertisements for Map Fair are placed in local, national and international general and specialist publications, and 30-second spots will air on WLRN. The museum runs an email marketing campaign that reaches a database of 5,000 individuals. The Map Fair is also highlighted on the HMSF website and is advertised in general HMSF publications with a distribution of 15,000. The Map Fair is widely highlighted on national and international cartography and tourism websites. TDC funds allow us to advertise the Map Fair to a specialized international audience, who are key to making the event a success.

The Miami International Map Fair is a global event unique to South Florida, and is now recognized as the #1 event of its kind in the world. This accolade stems from its top ranking in number of attendees, number of dealers, number of maps sold, and highest price received for the rarest maps. Up to 55 prestigious dealers will display maps at the 2009 Map Fair, and there is a competitive waiting list for new dealers wishing to attend. Registered dealers come to the Map Fair from Canada, the United Kingdom, Argentina, Australia, France, Belgium, the Netherlands, Germany and Spain, and from across the United States. The Miami International Map Fair heads a list of other important international map fairs, including those held in London, Paris, Breda (Holland) and Denver.

**Three educational lectures** are presented over the weekend, featuring leading experts in cartography. The 2009 lecturers are: Drs. Truusje Goedings, an art historian and author from Amsterdam, the Netherlands; New York map dealer Earl McElfresh; and Miami map collector Dr. John C. Nordt. Lecturers are **not** paid honoraria. Map Fair attendees are also encouraged to bring in maps of their own for an expert opinion. We expect approximately **1,700 attendees** at the event. Attendees must buy **tickets** to enter the Map Fair (**general admission \$10**); in order to attend the lectures, attendees must register prior to the event (**\$65 for Map Fair admission and lectures**).

The Map Fair generates wide tourism consumption, particularly from international visitors reached by advertising paid for by Tourist Development Council funds. We estimate that over 1,100 hotel room nights are used by Map Fair attendees. The museum blocks a small percentage of those rooms, as most attendees prefer to make their own arrangements. For 2009, we have blocked 335 room nights at the Courtyard Marriott in downtown Miami, and 66 room nights at the Mayfair Hotel & Spa in Coconut Grove. On the opening night of the Map Fair a cocktail reception and dinner will be held for participants, also at the Mayfair Hotel & Spa. Attendees buy a significant number of airline tickets to come to the Map Fair. They also spend money in South Florida on transportation, accommodations, dining, shopping and visits to other cultural venues. This year, HMSF is offering an optional boat tour to Stiltsville and discounted tickets to a Miami Heat game for registered attendees, who also often extend their stays to remain in South Florida for cruises and other excursions.

The Map Fair is managed by the Map Fair Manager. She is the main point of contact with dealers and attendees, solicits corporate and private sponsorships, writes copy for direct mail pieces and event publications, sells ads for the program booklet, and works with all museum departments to ensure the Map Fair's continuing success.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
<b>ADMINISTRATIVE:</b>	NUMBER OF EMPLOYEES:	<u>10</u>		<u>45,000</u>		<u>45,000</u>	
<b>ARTISTIC:</b>	NUMBER OF ARTISTS:						
<b>TECHNICAL:</b>	NUMBER OF EMPLOYEES:	<u>2</u>		<u>1,000</u>		<u>1,000</u>	
<b>OUTSIDE ARTISTIC FEES:</b>	NUMBER OF ARTISTS:						
<b>OUTSIDE OTHER FEES:</b>	NUMBER OF EMPLOYEES:						
<b>MARKETING/PUBLICITY</b>		<u>18,400</u>		<u>10,000</u>		<u>8,400</u>	<u>16,500</u>
<b>PRINTING</b>		<u>5,990</u>		<u>3,000</u>		<u>2,990</u>	
<b>POSTAGE</b>		<u>1,600</u>				<u>1,600</u>	
<b>IN-COUNTY TRAVEL</b>							
<b>OUT OF COUNTY TRAVEL</b>		<u>1,500</u>				<u>1,500</u>	
<b>EQUIPMENT RENTAL</b>		<u>1,015</u>				<u>1,015</u>	
<b>EQUIPMENT PURCHASE</b>							
<b>SPACE RENTAL</b>							<u>1,000</u>
<b>INSURANCE</b>							
<b>UTILITIES</b>							
<b>SUPPLIES/MATERIALS</b>		<u>1,000</u>				<u>1,000</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	MAP FAIR BAGS	<u>1,010</u>		<u>510</u>		<u>500</u>	
	EVENTS/FOOD & BEVERAGE	<u>25,000</u>				<u>25,000</u>	
	SPEAKER HOTELS	<u>1,800</u>				<u>1,800</u>	
	SECURITY	<u>1,800</u>				<u>1,800</u>	
	MDC PARKING GARAGE	<u>850</u>				<u>850</u>	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**13,510**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**105,965**

**= 13,510**

**+ 92,455**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**17,500**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 123,465**

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	42,655		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	17,900	17,500	BRANDSMART, MDPL
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	2,850		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL     Downtown Development Authority	10,500		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Ad Sales in program	8,000		
Cocktails & Dinner	10,000		
Print Rack Rental	500		
Map Tube Sales	50		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>13,510</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>105,965</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>17,500</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 123,465</b>		* Sum of #49 Cash & #50 In-kind

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Agenda Item No.: A-7

**ORGANIZATION:** Miami Bach Society, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** Tropical Baroque Music Festival X

**RECOMMENDATION:** \$6,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 27, 2009 - March 7, 2009

**EVENT LOCATION:** Various venues in Coral Gables

**DESCRIPTION:**

Funds are requested to support the 10th International Early Music Festival presented by the Miami Bach Society from February 27th through March 7, 2009. The event features musicians from around the country, Europe, South America and the Caribbean to perform classical music written before 1800 in a variety of venues in the city of Coral Gables.

**HOTEL CONFIRMATION:**

Coral Gables Hotel - Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$7,200 (07-08); \$8,000 (06-07); \$9,000 (05-06); \$10,000 (04-05); {\$5,900 (03-04) - End of Cycle}; \$4,900 (02-03); \$5,400 (01-02); \$6,300 (00-01); \$7,000 (99-00)

**OTHER GOVERNMENT FUNDING:**

FEST - \$51,950

State FL - \$3,863

Funding Arts Network - \$7,500

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

The Miami Bach Society, Inc.

Organization Address: P.O. Box 4034

City: Coral Gables State: FL Zip: 33114 Website: [miamibachsociety.org](http://miamibachsociety.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1984

(7) FEI#: 59 2429 - 406 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: Time:

(10) Name: Kathryn B. Gaubatz  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director Phone (day): (305) 669 - 1376 ext.

Email: [jgaubatz@msn.com](mailto:jgaubatz@msn.com) Fax: (305) 669 - 1376 Phone (other): (395) 661 - 2481 ext.

**PROJECT INFORMATION**

(11) Project Title: Tropical Baroque Music Festival X

(12) Starting and Ending Dates: 2/27/09 – 3/7/09, (13) Starting and Ending Times: 6:00 – 10:00 p.m.

(14) Address or Location of Project: Venues in Coral Gables (See attached Concert Schedule)

(15) Municipality in which project will take place (use codes): Primary: # 03 Secondary: # \_\_

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 10 Florida State Senate District: # 37

Florida State House District: # 114 U.S. Congress District: # 2

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)

(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 5,000 Performing/Participating Total: 92

Children: Children: 200

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities

(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

Tropical Baroque Music Festival X features nine concerts of the music from the Baroque era (1700-1800) performed in beautiful locations throughout Coral Gables. It will feature the finest musicians from abroad as well as those of Miami-Dade County. It will include: Friday, February 27, 2009, 8:00 p.m., the Lydian Steel, renowned steel-drum band from Trinidad, under the direction of Pat Bishop, returning to perform Baroque favorites on the pans from the Caribbean, at Fairchild Tropical Garden, Saturday, February 28, Fuoco e Cenere, from Paris, directed by Jay Bernfeld, performing a concert version of Pulcinella with puppets, at the First United Methodist Church of South Miami. On Sunday, March 1st at 6:00 p.m. Miami Bach Society's Chamber Orchestra under the direction of Dr. Donald Oglesby performs all six of Bach's Brandenburg Concertos, at the historic Biltmore Hotel, On Monday, March 2nd at 8:00 p.m., world renowned Jordi Savall brings his Le Concert des Nations from Spain to perform a medley of French Italian and Spanish music at Gusman Concert Hall at the University of Miami. Tuesday, March 3rd at 8:00 p.m. at the Church of the Little Flower's Comber Hall., Belgian brass ensemble Oltre Montana performs at the Festival for first time. On Wednesday, March 4th, at 8:00 p.m. Zefiro, a celebrated Italian woodwind sextet performs works from their homeland at First United Methodist Church of Coral Gables. On Thursday, March 5th also at 8:00 p.m. a noted Italian harpsichord player, Luca Guiglielmi, makes his debut at, at this year's festival, at the Danielson Gallery, Biltmore Hotel, Friday, March 6th 8:00 p.m. Ex-Umbris, a noted American group from New York gives a Baroque musical study of "Melancholy" at the St. Philip's Episcopal Church at 8:00 p.m. The Festival concludes with the Thomas Gabriel Trio, from Germany performing a program of Jazz Bach, Saturday, March 7th, 8:00 p. m. at St. Thomas Episcopal Church. There will also be three receptions at the homes of the Spanish consul General, feting Jordi Savall, the Italian Consul General, celebrating his country's group, Zefiro and the German consul General honoring the Thomas Gabriel Trio, directly after the performances. In addition, Jordi Savall, Zefiro, The Thomas Gabriel Trio, Oltre Montano and luca Guglielmi will be giving master classes both for members of the new world symphony and the University of Miami School of Music on the days following their concerts.

For ten years, the Tropical Baroque Music Festivals have attracted Miami-Dade County residents and visitors from around the state, around the country and around the world. This is due to their appeal to a targeted audience, the efficacious timing of the event and the marketing of the festival to local, national and international audiences. The beautiful music written both in Europe and Latin America attracts foreign visitors and those of Latin American and European heritage here in Florida and the rest of the country. They join a devoted group of music lovers who travel nationally and internationally to early music festivals each year. Since most of these festivals are presented in the summer months, a winter festival provides a needed continuation. Our warm climate makes our event all the more desirable as a tourist destination. Marketing to potential visitors is through the print media in purchased ads and press releases to music critics in major national and international newspapers. This year the Festival brochure will be sent to the mailing lists of the pre-eminent early music festivals in the United States and abroad as well as its own. The event will be advertised in the upscale European magazine Goldberg Magazine from Spain. We also have a new Board President, Volker Anding, the former German Consul General here in Miami. He has agreed to talk to other members of the Consular Corps to interest them in attending the performances and supporting artists from their home countries through securing funding from their governments for their visits or encouraging attendance at their concerts should their compatriots come to perform. He is also a member of the Boards of directors of the German American Business Council, Alliance Franciase and the coral Gables Cultural Affairs Councils, where he gives presentations and writes articles for their newsletters, highlighting the Tropical Baroque Music Festival and its up-coming concerts. He is also an accomplished cellist, who should add expertise in dealing with both the artists and the members of the public, such as the concert Association of South Florida, as well.

The David William Hotel is our Host Hotel, offering special rates to the Bach Society for Festival artists as well as tourists coming to the events. WKCP, the new classical music station is offering the society special rates and plans to feature concerts to be recorded for later use on its programming, such as the national program, Performance Today, which is heard on over 200 member stations, of National Public Media Group, throughout the United States. And Coral Gables Television will be taping the concerts to be shown on Channel77 throughout the coming year.

Finally, we are starting our publicity early this year. In two weeks, three months ahead of the event, our brochure will be sent to 10,000 private individuals and media outlets and our website will be updated, with extensive Festival information. We will be adding email blasts to our email list members. Because of these increased public relations efforts, we expect to exceed our projected 5,000 attendees this year.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>		\$40,000		\$40,000	\$10,000
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>		\$20,000		\$20,000	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>		\$10,000		\$10,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>98</u>		\$83,200	\$15,000	\$68,200	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>14</u>		\$57,000		\$57,000	
MARKETING/PUBLICITY				\$34,000	\$10,000	\$24,000	\$48,000
PRINTING				\$10,000		\$10,000	
POSTAGE				\$3,000		\$3,000	
IN-COUNTY TRAVEL				\$2,000		\$2,000	
OUT OF COUNTY TRAVEL				\$66,000		\$66,000	
EQUIPMENT RENTAL				\$8,000		\$8,000	
EQUIPMENT PURCHASE				\$2,000		\$2,000	
SPACE RENTAL				\$8,000		\$8,000	\$36,903
INSURANCE				\$3,000		\$3,000	
UTILITIES				\$2,000		\$2,000	
SUPPLIES/MATERIALS				\$3,000		\$3,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	LODGING			\$28,410		\$28,410	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**\$25,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**\$379,610** = **\$25,000** + **\$354,610**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**\$94,903**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$474,513** Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	\$40,000		
CONTRACTED SERVICES	\$15,000		
TUITIONS	0		
CORPORATE SUPPORT	\$63,000	\$78,903	SPACE RENTAL AND MARKETING
FOUNDATION SUPPORT	\$40,000		
PRIVATE/INDIVIDUAL SUPPORT	\$59,610	\$16,000	ADMINISTRATIVE PAY AND MARKETING
GOVERNMENT GRANTS (Identify source)			
FOREIGN Spain, Germany, France	\$25,000		
STATE Division of Cultural Affairs	\$5,000		
LOCAL Coral Gables, Miami-Dade County	\$62,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Fund Raisers	\$15,000		
Program Ads	\$15,000		
Festival Boutique	\$15,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>\$25,000</b>		

See attached sheet for detail

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**\$379,610**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**\$94,903**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$474,513**

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

Agenda Item No.: A-8

**ORGANIZATION:** Miami Contemporary Dance Company

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** International Dance Project: Miami Italia

**RECOMMENDATION:** \$6,750

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 01, 2009 - March 31, 2009

**EVENT LOCATION:** Colony Theater, 1040 Lincoln Road

**DESCRIPTION:**

Funds are requested to support the international dance project featuring performances on February 20-21, 2009 by Il Balletto dell'Esperia from Italy and Miami Contemporary Dance Company at the Colony Theater on Miami Beach. Internationally recognized Italian choreographer Paolo Mohovich returns to Miami for Miami-Italia International.

**HOTEL CONFIRMATION:**

Four Points by Sheraton Miami Beach

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$7,500 (07-08)

**OTHER GOVERNMENT FUNDING:**

N/A

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
 FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
 COUNCIL GRANTS PROGRAM

TDC/09-\_\_

QUARTER/CATEGORY

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

- (2) Please check one:  Sports  Special Events/Promotions  Television

ORGANIZATION AND CONTACT INFORMATION

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Miami Contemporary Dance Corporation dba Miami Contemporary Dance Company

Organization Address: 5101 Collins Avenue

City: Miami Beach State: FL Zip: 33140 Website: [miamicontemporarydance.net](http://miamicontemporarydance.net)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2000

(7) FEI#: 65 - 0989228 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/2/08 Time: 3PM

(10) Name: Ray Sullivan  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Artistic Director and CEO Phone (day): (786) 346 - 8033 ext.

Email: [miamicdc@yahoo.com](mailto:miamicdc@yahoo.com) Fax: ( ) - Phone (other): ( ) - ext.

PROJECT INFORMATION

(11) Project Title: International Dance Project: Miami Italia

(12) Starting and Ending Dates: 2/20/09 - 2/21/09 (13) Starting and Ending Times: 8 - 10:45 PM

(14) Address or Location of Project: Colony Theater, 1040 Lincoln Road, Miami Beach

(15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: # 01

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 38

Florida State House District: # 107 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 1,000 Performing/Participating Total: 65  
 Children: 0 Children: 0

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

#### **MIAMI CONTEMPORARY DANCE COMPANY(MCDC) – OVERVIEW**

Miami Contemporary Dance Company, now in its ninth year, is dedicated to bringing the highest quality of contemporary dance to Miami-Dade and in turn representing Miami's rich cultural diversity abroad. The Company, 12 dancers strong, the School Faculty of 11 teachers, and a technical staff of 4 are comprised of diverse international dance professionals. Since 2000, Miami Contemporary Dance Center is the home of the Company and School, located on Miami Beach. MCDC's 2008-09 Season includes year-round performances, classes, a children's outreach initiative, a choreographer's workshop and international cultural exchange projects with Argentina and Italy.

Prior to founding the Company, artistic director Ray Sullivan enjoyed an extensive international dance career performing works by over forty choreographers in North America, South America, Asia and Europe. As a choreographer, Sullivan is known worldwide for tackling themes of social relevance with his artistic voice. He has captured national and international media attention with past projects *Signs of Life*, a memorial in movement for the victims of 9/11 and *AsiaSong on Our Soil* about the tragic tsunami in Southeast Asia and the Hurricane Katrina disaster.

#### **INTERNATIONAL DANCE PROJECT: MIAMI ITALIA**

On February 20 - 21, 2009 at 8:00 PM at the Colony Theater, MCDC brings internationally renowned choreographer Paolo Mohovich, artistic director of Balletto dell'Esperia from Italy to create a world premiere. This new work of contemporary dance will be an artistic collaboration between Paolo Mohovich and Ray Sullivan. Tickets prices are \$30, \$25, \$20 and \$15 for students and seniors.

An award winning Italian choreographer, Paolo Mohovich, has performed works composed by such distinguished choreographers as Uwe Scholz, William Forsythe, George Balanchine, Nacho Duato and others. He began choreographing in 1994. He created choreographies for: Balletto di Toscana, Ballet de Zaragoza, Centre Coreografic de la Comunitat Valenciana; Astra Roma ballet, Maximum Dance Company and Miami Contemporary Dance Company. In 1999 he founded the Balletto dell'Esperia in Italy. In 1995 and 1997, he won the first prize at the Prix Volinine of Paris and The "Premio Salerno Danza, Coreografia Italiana" in 2001.

This project will attract tourist from other counties, other states, and from all over the world to Miami-Dade County. In addition to the performances, 3 master classes, 2 workshops and a panel discussion on current international trends in contemporary dance at the Miami Contemporary Dance Center on Miami Beach.

This international cultural exchange project with a world-class dance company will benefit the residents, visitors and the cultural arts community in Miami-Dade County by positively impacting the local economy, infusing the arts scene with fresh perspectives and enhancing the cultural tourism experience in Miami-Dade County.

**2008-2009 PROJECT EXPENSE BUDGET**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. NOTE: Total project expenses and revenues must equal.

		CASH EXPENSES	=	TDC GRANT DOLLARS ALLOCATED	+	CASH MATCH	=	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	2		10,000		10,000		5,000
ARTISTIC:	NUMBER OF ARTISTS:	65		37,000		37,000		
TECHNICAL:	NUMBER OF EMPLOYEES:	2		9,000		9,000		1,000
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	2		7,000		7,000		
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	3		4,500		4,500		
MARKETING/PUBLICITY				28,000		15,000		13,000
PRINTING				1,200		1,200		
POSTAGE				1,950		1,950		
IN COUNTY TRAVEL				1,500		1,500		
OUT OF COUNTY TRAVEL				30,000		30,000		
EQUIPMENT RENTAL				800		800		
EQUIPMENT PURCHASE								
SPACE RENTAL				10,500		10,500		
INSURANCE				805		805		
UTILITIES				50		50		
SUPPLIES/MATERIALS				120		120		
<b>OTHER COSTS (ITEMIZE BELOW):</b>								

(33) GRANT AMOUNT REQUESTED\*\*  
(MUST EQUAL #37 ON PAGE 8)

15,000

(34) TOTAL CASH EXPENSES  
(MUST EQUAL #38 ON PAGE 8)

122,425

=
15,000
+
82,425

(35) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #39 ON PAGE 8)

NOTE: \*In-Kind contributions must not exceed 25% of Total Project Expenses.

13,000

(36) TOTAL PROJECT EXPENSES  
(MUST EQUAL #40 ON PAGE 8)

135,425

(sum of #34 Cash and #35 in-kind)

**\*In-kind contributions** are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**2008-2009 PROJECT REVENUE BUDGET**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	40,000		
CONTRACTED SERVICES			
TUITIONS	3,000		
CORPORATE SUPPORT	12,500	7,000	Media
FOUNDATION SUPPORT	15,000		
PRIVATE/INDIVIDUAL SUPPORT	14,870	6,000	Volunteers
GOVERNMENT GRANTS – (IDENTIFY SOURCE)			
FEDERAL			
STATE			
LOCAL			
MIAMI BEACH	7,000		
APPLICANT CASH ON HAND	16,055		
OTHER REVENUES (ITEMIZE BELOW):			
<b>(37) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #33 ON PAGE 7)	<b>15,000</b>		

**(38) TOTAL CASH REVENUES**  
(MUST EQUAL #34 ON PAGE 7)

**122,425**

**(39) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #35 ON PAGE 7)

**13,000**

**(40) TOTAL PROJECT REVENUES**  
(MUST EQUAL #36 ON PAGE 7)

**135,425**

(sum of #38 Cash and #39 in-kind)

Agenda Item No.: A-9

**ORGANIZATION:** Miami Light Project, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** Global Cuba Fest

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 6 - 8, 2009

**EVENT LOCATION:** Miami Beach Bandshell

**DESCRIPTION:**

Funds are requested to support Miami Light Project's Global Cuba Fest at the Miami Beach Bandshell on February 6-8, 2009. The event featured four Cuban performance groups composed of musicians who have migrated all over the world and absorbed an diverse array of musical influences that have enriched, and in some cases transformed, the sounds and musical traditions on which they were raised.

**HOTEL CONFIRMATION:**

**OUTSIDE MEDIA:**

**PREVIOUS TDC FUNDING:**

\$5,000 (06-07); \$5,000 (05-06); \$5,000 (03-04); \$5,000 (02-03)

**OTHER GOVERNMENT FUNDING:**

Advancement - \$100,000

MBCAC - \$17,000

Ford Foundation - \$75,000

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
Miami Light Project
- Organization Address: 3000 Biscayne Blvd., #100
- City: Miami State: FL Zip: 33137 Website: [www.miamilightproject.com](http://www.miamilightproject.com)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1989
- (7) FEI#: 65 - 0107810 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: 10/02 Time: 3:00pm
- (10) Name: Pete Halpern  Mr.  Mrs.  Ms.  Miss  Dr.
- Title: Development Director Phone (day): (305) 576 - 4350 ext.
- Email: [phalpern@miamilightproject.com](mailto:phalpern@miamilightproject.com) Fax: (305) 576 - 6480 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

- (11) Project Title: Global Cuba Fest
- (12) Starting and Ending Dates: 02/06- 08/2009 (13) Starting and Ending Times: 8:00 - 10:00PM
- (14) Address or Location of Project: Miami Beach Bandshell
- (15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: #
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 3 Florida State Senate District: # 38  
Florida State House District: # 109 U.S. Congress District: # 17  
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)
- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_
- (18) Expected Participation (# of individuals): Attending Total: 3000 Performing/Participating Total: 32  
Children: \_\_\_\_\_ Children: \_\_\_\_\_
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

**USE THIS SPACE ONLY**

Miami Light Project (MLP) and FUNDarte will co-present the 2<sup>nd</sup> annual Global Cuba Fest (GCF) at the 71<sup>st</sup> Street Bandshell in North Beach, February 6<sup>th</sup> through February 8<sup>th</sup> 2009. The festival features four concerts celebrating the best in contemporary music from the Cuban Diaspora; artists who have absorbed an array of musical influences from around the world - enriching, and in some cases, transforming the sounds and musical traditions of their heritage. Global Cuba Fest 2009 will kick-off on Friday, February 6<sup>th</sup> with headliner **Albita**, a Grammy-winning Cuban-American singer, producer and composer and her orchestra. Performing on the second night will be **Alex Cuba**, the hottest avatar of young Cuban music. Alex Puentes grew up in Cuba and now lives in Canada. Since renaming himself a few years ago, he has snared two Juno awards, Canada's Grammys. He blends World-Beat and Afro-Cuban rhythms with pop-love songs. The festival closes with an explosion of Afro-Cuban music with a concert by **Yosvany** and his orchestra. Born and raised in the Camaguey province of Cuba, Yosvany received his earliest musical training from his father, Eladio "Don Pancho" Terry, a violinist and Cuba's leading player of the chekeré. Global Cuba Fest promises, once again, to be a high-profile event, with concerts taking place at the height of tourist season. There will be a total of 20 artists performing. Audience attendance is anticipated to be 3,000. Tickets for each concert will be \$20. All performances for GCF will take place at the 71<sup>st</sup> Street Band shell in North Beach, Miami Beach.

MLP has been recognized for employing innovative strategies to attract local, national and international attendees to its performances. For Global Cuba Fest, MLP & Fundarte will use web-based marketing strategies including email, Myspace and Facebook postings, electronic newsletters, other viral marketing strategies as well as a more traditional and comprehensive public relations campaign aimed at music lovers and culturally sophisticated travelers. Partnerships with like-minded presenters in New York, San Francisco, Los Angeles, Washington D.C. and Philadelphia allow us to promote events nationally and internationally using website links, shared e-mail lists, e-trees and popular websites. Using our extensive network of media contacts, MLP & Fundarte will highlight the quality and reputations of participating artists, to generate local, regional, national and international press coverage for GCF.

The three musical performances will be held in conjunction with MLP's twentieth anniversary celebration and will be a draw for music lovers from around the world as well as MLP members and alumni. The GCF activities will take place between Friday, February 6<sup>th</sup> and Sunday, February 8<sup>th</sup>, 2009.

TDC funds will be used to promote the performances through established media outlets such as the Miami Herald, MEGA Radio, and cable TV to draw local people to these performances, as well as our association with hotel concierge groups and the Greater Miami Visitor and Convention Bureau to attract tourists. GCF's extensive press coverage will attract regional, national and international tourists, while simultaneously showcasing South Florida as a vibrant cultural community rich in home-grown talent. MLP's and Fundarte's experienced administrative, artistic, marketing, and technical production professionals will use same implementation strategies that have made our other activities successful

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>				6,950	
		6,950					
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>				5,450	
		5,450					
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>30</u>		19,500	10000	9,500	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>5</u>		4,000		4,000	
MARKETING/PUBLICITY				4,800		4,800	
PRINTING				200		200	
POSTAGE							
IN-COUNTY TRAVEL				5,200		5,200	2,500
OUT OF COUNTY TRAVEL				4,900		4,900	
EQUIPMENT RENTAL				10,000	5000	5,000	
EQUIPMENT PURCHASE							5000
SPACE RENTAL							
INSURANCE				500		500	
UTILITIES				200		200	
SUPPLIES/MATERIALS							
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	ARTIST HOSPITALITY			800		800	
	RESIDENCY			500		500	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

15,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

63,000

 = 15,000 + 48,000

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

7,500

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 70,500

      Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	16,100		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT		2,500	RALEIGH HOTEL
FOUNDATION SUPPORT	2,500		
PRIVATE/INDIVIDUAL SUPPORT	10,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE FAC	2,000		
LOCAL MBCAC/MDCAC	14,590	5000	71 STREET BANDSHELL, CITY OF MIAMI BEACH
APPLICANT CASH ON HAND	2810		
OTHER REVENUES (Itemize below)			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>63,000</b>	
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>7,500</b>
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 70,500</b>	* Sum of #49 Cash & #50 In-kind

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Agenda Item No.: A-10

**ORGANIZATION:** Miami Symphony Orchestra, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** Miami Symphony 20th Anniversary Season

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 1, 2009 - May 31, 2009

**EVENT LOCATION:** Gusman Hall, Lincoln Theatre, Adrienne Arsht Center

**DESCRIPTION:**

Funds are requested to support the Miami Symphony Orchestra's 20th anniversary concert series. The two-hour concerts take place from January 2009 through April 2009, at the Lincoln Theatre in Miami Beach, Gusman Concert Hall, University of Miami in Coral Gables and the Adrienne Arsht Center's Knight Concert Hall.

**HOTEL CONFIRMATION:**

N/A

**OUTSIDE MEDIA:**

N/A

**PREVIOUS TDC FUNDING:**

\$8,000 (07-08); \$6,400 (06-07); \$7,200 (05-06); \$8,000 (04-05); (\$4,500 (02-03) - End of Cycle); \$5,250 (01-02); \$6,000 (00-01); \$8,000 (99-00); \$7,500 (98-99)

**OTHER GOVERNMENT FUNDING:**

Ocean Bank - \$25,000 (Pending)  
Commerce Bank - \$60,000 (Pending)  
State DCA - \$7,216 (Pending)

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
 FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
 COUNCIL GRANTS PROGRAM

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Miami Symphony Orchestra

Organization Address: 10300 SW 72 Street, Suite 499

City: Miami State: FL Zip: 33173 Website: [www.miamisymphony.org](http://www.miamisymphony.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1989

(7) FE#: 65 - 0165057

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: Time:

(10) Name: Sofia Ochoa

Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director

Phone (day): (305) 275 - 5666 ext.

Email: [sochoa@miamisymphony.org](mailto:sochoa@miamisymphony.org) Fax: (305) 275 - 4363

Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: Miami Symphony Orchestra 20th Anniversary Season

(12) Starting and Ending Dates: 1-1-2009 - 5-31-2009 (13) Starting and Ending Times: 8:00 - 10:30 p.m.

(14) Address or Location of Project: Lincoln Theatre, Gusman Hall, Adrienne Arscht Center

(15) Municipality in which project will take place (use codes): Primary: # 2 Secondary: # 3

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 10 Florida State Senate District: # 11

Florida State House District: # 37 U.S. Congress District: # 21

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 5,600 Performing/Participating Total: 80

Children: Children: 200

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

**PROJECT DETAILS**

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

**USE THIS SPACE ONLY**

The proposed project, the Miami Symphony Orchestra 2008-2009 Concert Season, is a series of 7 concerts to be performed at the Lincoln Theatre in Miami Beach, the Gusman Concert Hall in Coral Gables, and 1 special concert at the Adrienne Arsht Center/Knight Concert Hall. This series of 2-hour concerts will provide high quality, culturally diverse symphonic music concerts attracting approximately 5,600 visitors from throughout South Florida, the United States, and around the world. The Miami Symphony is uniquely suited to receive funding support from the Tourist Development Council. As our community grows in many diverse and exciting cultural directions, and as more and more visitors and permanent residents come into our area, the Miami Symphony Orchestra, founded in 1989 by Maestro Manuel Ochoa, is an organization that plays a key role as a mirror image of Dade County. MSO's makeup and choice of repertoire closely reflect the cultural and ethnic makeup of Miami-Dade County. MSO's musicians hail, in large part, from Latin American ethnicities, and its choice of performance material closely reflects both the Latin and multi-cultural heritage of Miami-Dade County. MSO's concert season fulfills the TDC's goal by contributing to the development of Miami-Dade County as a "distinctive tourist destination which possesses an active, year-round calendar of interesting and unique activities with superior venues and cultural institutions." The Miami Symphony Orchestra is very proud to present the 2008-2009 concert season under the direction of its Music Director, renowned Venezuelan conductor, Maestro Eduardo Marturet. All performances with 2 performance dates occur at both Lincoln Theatre in Miami Beach and Gusman Center at University of Miami. All single date performances occur at the Arsht Center for the Performing Arts. The following concerts comprise those for which TDC funds are requested:

**AN EVENING IN VIENNA - January 11, 2009 - Adrienne Arsht Center**  
**GREAT WALTZES & DANCES**

Soloist: FRANCISCO FLORES – Trumpet (Gold Medalist 2007 Maurice Andre Competition); Music by Beethoven, Brahms and Johann Strauss, Jr.

**MADE IN AMERICA - February 7<sup>th</sup> & 8<sup>th</sup>, 2009 - Gusman Concert Hall/Lincoln Theatre**  
Featuring: SHELLY BERG – Piano Trio; Chasing Light by Schwantner (FLORIDA PREMIERE); Blackbird, Pavanne, Incandescent, Iridescent, Effervescent (FLORIDA PREMIERE) by Berg; and, Symphony No.9 "from the New World" by Dvorak

**ROMANTIC SERIES – March 21<sup>st</sup> and 22<sup>nd</sup>, 2009 - Gusman Concert Hall/Lincoln Theatre**

Soloists: GEORGE LI – Piano and SUSANA DIAZ – Soprano; Langsamer Satz (WORLD PREMIERE) (arr. Marturet) by Webern; Piano Concerto No1, Op.25 in G Minor by Mendelssohn, and Symphony No4 in G Major by Mahler;

**DISCOVERY SERIES - April 3<sup>rd</sup> and 5<sup>th</sup>, 2009 - Gusman Concert Hall/Lincoln Theatre**  
In Memoriam Earle Brown (WORLD PREMIERE) by Garcia; Siegfried idyll by Wagner; Trittico Botticelliano by Respighi, and Divertissement by Ibert

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		53,555		53,555	
ARTISTIC:	NUMBER OF ARTISTS:	<u>81</u>		253,641		253,641	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>		3,696		3,696	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>8</u>		23,100		23,100	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>		23,100		23,100	72,600
MARKETING/PUBLICITY				54,516	25,000	29,516	31,185
PRINTING				10,230		10,230	
POSTAGE				6,600		6,600	
IN-COUNTY TRAVEL				554		554	
OUT OF COUNTY TRAVEL				6,600		6,600	34,320
EQUIPMENT RENTAL				1,650		1,650	
EQUIPMENT PURCHASE				0		0	
SPACE RENTAL				57,770		57,770	
INSURANCE				2,805		2,805	
UTILITIES				4,356		4,356	
SUPPLIES/MATERIALS				1,650		1,650	
OTHER COSTS (ITEMIZE BELOW):				0		0	0
FUNDRAISING/DEVELOPMENT				7,854		7,854	
BOX OFFICE				5,742		5,742	
MUSIC RENTAL/PURCHAS				3,300		3,300	
MISCELLANEOUS EXPENSE				3,300		3,300	
INTEREST EXPENSE & DEBT SERVICE				18,744		18,744	
OTHER OPERATING EXPENSES				3,300		3,300	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**25,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**546,063 = 25,000 + 521,063**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses. **138,105**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 684,168** Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	137,940		
CONTRACTED SERVICES	19,800		
TUITIONS	0		
CORPORATE SUPPORT	181,230	138,105	DIARIO, EL NUEVO/HERALD, AMERICAN AIRLINES, GALLER GROUP PR, CPA & LEGAL
FOUNDATION SUPPORT	0		
PRIVATE/INDIVIDUAL SUPPORT	23,100		
GOVERNMENT GRANTS (Identify source)			
FEDERAL Nat. End. for the Arts	9,900		
STATE Div. of Cult. Aff.	10,823		
LOCAL MCI Majors, MBCAC, YEP, Commission	138,270		
APPLICANT CASH ON HAND	0		
OTHER REVENUES (Itemize below)			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**546,063**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**138,105**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 684,168**

\* Sum of #49 Cash & #50 In-kind

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Agenda Item No.: A-11

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**ORGANIZATION:** National Foundation for Advancement in the Arts, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** youngARTS Week 2009

**RECOMMENDATION:** \$12,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 12-18, 2009

**EVENT LOCATION:** Venues

**DESCRIPTION:**

Funds are requested to support the publications of "youngARTS," festival held on January 12-18, 2009. The festival is a nationally recognized event that brings 140 of the emerging artists ages 17-18 from all over the United States. Performances and exhibitions are held nightly and all day Saturday in a variety of venues throughout Miami-Dade County.

**HOTEL CONFIRMATION:**

Marriott Airport Hotel (1,206 rm nights)  
Airport Hilton Hotel (100 rm nights)

**OUTSIDE MEDIA:**

None

**PREVIOUS TDC FUNDING:**

\$13,500 (07-08); \$15,000 (05-06); {\$3,000 (02-03) - End of Cycle}; \$3,500 (01-02); \$12,000 (00-01);  
\$4,500 (99-00); \$5,000 (98-99)

**OTHER GOVERNMENT FUNDING:**

FEST - \$80,498

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
 FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
 COUNCIL GRANTS PROGRAM

**TDC/09-\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
 National Foundation for Advancement in the Arts, Inc.  
 Organization Address: 444 Brickell Avenue, Suite P-14  
 City: Miami State: FL Zip: 33131 Website: [www.nfaa.org](http://www.nfaa.org)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1981
- (7) FEI#: 59 - 2141837 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 10/2/2008 Time: 10:30 AM
- (10) Name: Elysze Held  Mr.  Mrs.  Ms.  Miss  Dr.  
 Title: Vice President, Development Phone (day): (305) 377 - 1140 ext. 228  
 Email: [eheld@nfaa.org](mailto:eheld@nfaa.org) Fax: (305) 377 - 1149 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

- (11) Project Title: youngARTS Week 2009
- (12) Starting and Ending Dates: 01/12-18/2009 (13) Starting and Ending Times: 8 AM to 10 PM daily
- (14) Address or Location of Project: Venues located throughout Miami-Dade County
- (15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # \_\_
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 07 Florida State Senate District: # 38  
 Florida State House District: # 107 U.S. Congress District: # 18  
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)
- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_
- (18) Expected Participation (# of individuals): Attending Total: **3,275** Performing/Participating Total: **565**  
 Children: **750** Children: **140**
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

During the week of January 11 - 18, 2009, for the 28<sup>th</sup> consecutive year, NFAA will once again bring 140 of the finest young artists, ages 17 and 18, from throughout the United States to Miami-Dade County for the **youngARTS Week** festival. These high school senior actors, dancers, film makers, musicians, photographers, visual artists, vocalists, and writers are selected from over 8,000 applicants nationwide. They are the best of the best; the brightest young artists our nation has to offer; each having achieved a perfect score of 10 by a discipline-based, national panel of established artists based exclusively on audition materials.

As finalists, these young artists travel to Miami to immerse themselves in an all-expenses-paid, intensive week of master classes, public performances, exhibitions, interdisciplinary activities, enrichment programs, interviews, and final auditions. Over 45 events take place in venues located throughout Miami-Dade County. This year, internationally acclaimed visual artist James Rosenquist will be on hand to lead visual arts participants in master classes. NFAA brings in over 50 professional artist trainers and master artists, over 140 students, and over 30 board members and supporters to stay in Miami-Dade County to participate in youngARTS Week activities.

youngARTS Week is widely regarded by applicants and winners as the "trip of a lifetime." It is a reward for finalists – attesting to years of training and hard work; but it is also a rare treat for arts patrons throughout Miami-Dade County. Each evening during youngARTS Week and all day on the festival Saturday, these talented young visitors perform for local audiences in discipline showcase performances in venues throughout Miami-Dade County in venues including the Colony Theater, Wynwood galleries, and at New World School of the Arts. The showcases are free and open to the public and hold the promise of future fame. Because these are the best young artists our nation has to offer, they are also tomorrow's stars. Past showcases have included such famous alumni as Vanessa Williams (1981), Desmond Richardson (1986), Raul Esparza (1988), Hernan Bas (1996), and Josh Groban (1999).

In 2009, NFAA youngARTS will award over \$550,000 in cash to the 140 youngARTS Week finalists and to approximately 600-800 students who receive Honorable Mention or Merit awards.

Over the past 27 years more than 160,000 students from all 50 states, including Washington D.C., Puerto Rico, and the U.S. Virgin Islands have applied to youngARTS. Over 12,000 students have shared in \$6.4 million in cash awards from youngARTS. Additionally, NFAA's youngARTS program is the exclusive nominating body for the Presidential Scholars in the Arts awards. As such, all twenty 2009 Presidential Scholars in the Arts will be chosen exclusively from among the 140 youngARTS Week finalists who visit Miami in January. These select twenty will travel to Washington, D.C. in June 2009 to participate in National Recognition Week which includes a White House medallion ceremony with the President.

TDC funds will directly support marketing efforts associated with promoting youngARTS Week outside the State of Florida. Marketing will be concentrated in key markets including New York, Washington D.C., Los Angeles, and Chicago.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>14</u>	<u>740,000</u>				<u>740,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>55</u>	<u>375,000</u>				<u>375,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>12</u>	<u>18,000</u>				<u>18,000</u>	
MARKETING/PUBLICITY		<u>160,000</u>		<u>25,000</u>		<u>135,000</u>	
PRINTING		<u>92,500</u>				<u>92,500</u>	
POSTAGE		<u>65,000</u>				<u>65,000</u>	
IN-COUNTY TRAVEL		<u>27,500</u>				<u>27,500</u>	
OUT OF COUNTY TRAVEL		<u>135,000</u>				<u>135,000</u>	<u>30,000</u>
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL		<u>175,000</u>				<u>175,000</u>	
INSURANCE		<u>25,000</u>				<u>25,000</u>	
UTILITIES		<u>25,000</u>				<u>25,000</u>	
SUPPLIES/MATERIALS		<u>60,000</u>				<u>60,000</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	FOOD	<u>147,000</u>				<u>147,000</u>	
	LODGING	<u>150,000</u>				<u>150,000</u>	
	SHIPPING (ARTWORK, INSTRUMENTS)	<u>5,000</u>				<u>5,000</u>	

(44) GRANT AMOUNT REQUESTED\*\*  
(MUST EQUAL #48 ON PAGE 8)

**25,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**2,200,000** = **25,000** + **2,175,000**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**30,000**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 2,230,000** Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS			
CONTRACTED SERVICES	180,000		
TUITIONS			
CORPORATE SUPPORT	395,000	30,000	Airfare (American, Continental)
FOUNDATION SUPPORT	420,000		
PRIVATE/INDIVIDUAL SUPPORT	425,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>NEA</u>	15,000		
STATE <u>Division of Cultural Affairs</u>	60,000		
LOCAL <u>FEST</u>	80,498		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>An Affair of the Arts Gala</u>	599,502		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7) 2,200,000

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) 30,000

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) \$ 2,230,000 \* Sum of #49 Cash & #50 In-kind

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Agenda Item No.: A-12

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**ORGANIZATION:** National Gay and Lesbian Task Force Foundation, Inc.

**GRANT REQUEST:** \$10,000

**TITLE OF EVENT:** Winter Party Festival 2009

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 25, 2009 - March 2, 2009

**EVENT LOCATION:** Miami Beach, Doubletree Surfcomber

**DESCRIPTION:**

Funds are requested to support Winter Party Festival 2009, a world-class celebration featuring over 20 events, including fashion, art, dance music, food and wine on February 27 through March 3, 2008. The week of events includes diverse activities at popular restaurants, hotels, nightclubs and museums in Miami Beach. The five-day festival is expected to attract 10,000 visitors to the area.

**HOTEL CONFIRMATION:**

Doubletree Surfcomber Hotel (12,000 roomnights)

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$5,600 (07-08); \$6,400 (06-07); \$7,200 (05-06); \$8,000 (04-05)

**OTHER GOVERNMENT FUNDING:**

MB VCA - \$45,000 (Pending)

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS**  
**FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT**  
**COUNCIL GRANTS PROGRAM**

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
 National Gay and Lesbian Task Force Foundation
- Organization Address: 80 Maiden Lane, Suite 1504
- City: New York State: NY Zip: 10038 Website: [www.thetaskforce.org](http://www.thetaskforce.org)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1973
- (7) FEI#: 52 - 1624852 (8) State of Incorporation: New York
- (9) Required Pre-application Consultation: Date: 10/14 Time: 2:00
- (10) Name: Amanda Decetise  Mr.  Mrs.  Ms.  Miss  Dr.  
 Title: Director, Institutional Giving Phone (day): (646) 358 - 1462 ext.  
 Email: [adecetise@thetaskforce.org](mailto:adecetise@thetaskforce.org) Fax: (202) 604 - 9831 Phone (other): (202) 841 - 1678 ext.

**PROJECT INFORMATION**

- (11) Project Title: Winter Party Festival
- (12) Starting and Ending Dates: 2/25/09 – 3/2/09 (13) Starting and Ending Times: 7:00 pm 2/25 – noon 3/2
- (14) Address or Location of Project: Miami Beach, Doubletree Surfcomber
- (15) Municipality in which project will take place (use codes): Primary: # 2 Secondary: # 1
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 2 Florida State Senate District: # 36  
 Florida State House District: # 108 U.S. Congress District: # 17  
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)
- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific em-  
 (check only one)  Black, Not Hispanic  Asian  Other (spec- LGBT
- (18) Expected Participation (# of individuals): Attending Total: 10,000+ Performing/Participating Total: 10  
 Children: Children:
- (19) Primary Popula-  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific empha-

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

**USE THIS SPACE ONLY**

The National Gay and Lesbian Task Force's (the Task Force) Winter Party Festival (WPF) is a six-day celebration in Miami, FL for members of the lesbian, gay, bisexual and transgender (LGBT) community and friends. Since the Task Force took over WPF in 2004, we have transformed the festival from a one-time dance party charity event to a significant large scale event and true cultural festival. WPF now serves as a major tourism generator to Miami-Dade County, bringing over 10,000 attendees to Miami, national and international. In addition, in 2008, we welcomed more than 60 journalists from countries as far afield as Turkey, France, Ireland, Germany, Brazil and the U.K as a result of extensive outreach and marketing strategies. Last year we increased the number of out-of-state guests from 75% to 84%.

Not only does WPF generate local business, the event provides vital funding for local service organizations. Over the past fourteen years, the Festival and its sister event, the Miami Recognition Dinner, has raised nearly \$1.7 million for organizations serving the South Florida LGBT community. The Task Force donates two-thirds of the net proceeds from the festival to the Miami-Dade LGBT community through a program administered by the Dade Community Foundation.

The 2009 WPF will take place from February 25, 2009 – March 2, 2009 with no principal competitors during this time frame—neither nationally or internationally. We are still in the process of finalizing the 2009 schedule but can confirm the following main: Welcome Reception (free, DoubleTree Surfcomber Hotel); Runway Show (free, TBD); Beach Party (\$75/95, VIP \$125/135 at South Beach near 12<sup>th</sup> Street/Ocean Drive); a series of women's events (L Word event, Women's Cocktail Reception, Jazz Brunch, etc. \$15/20, locations TBD); Pool Party (\$30/40 at DoubleTree Surfcomber Hotel); Family Picnic (free, location TBD); an event for LGBTQ youth (\$20, location TBD); Glamour Unleashed (\$40/50, location TBD). In addition, we will be hosting WPF events at several area nightclubs, including (but not limited to) Score, Cameo, Karu-Y and others. All dance events will charge admissions of \$50.00-75.00.

The 2008 WPF was an extraordinary success with record attendance as a result of increased marketing and outreach both nationally and internationally. The increase in attendance was fueled by significantly more attendees from Western Europe and the United Kingdom (a 2% increase over 2007). A grant from the TDC will enable us to fully elevate visibility of the festival overseas with the goal of increasing the amount of LGBT international tourism to Miami for Winter Party Festival 2009. If the TDC agrees to the full amount requested, a portion of the grant will also help with production expenses.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

			TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>	51,060				51,060	
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:		32,000				32,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:		50,165				50,165	10,000
MARKETING/PUBLICITY			72,300				72,300	100,000
PRINTING			20,000		5,000			
POSTAGE			950				950	
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL			39,250				39,250	
EQUIPMENT RENTAL			144,800				144,800	
EQUIPMENT PURCHASE								
SPACE RENTAL			27,125				27,125	
INSURANCE			11,000				11,000	
UTILITIES			1,500				1,500	
SUPPLIES/MATERIALS			6,700				6,700	10,000
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	BEACH DESIGN FEE		30,000				30,000	10,000
	CLUB EVENTS DECOR		4,000				4,000	
	POOL EVENT DECOR		6,000				6,000	
	CATERING		24,900				24,900	20,000
	EVENT LABOR/CLEAN UP		17,300		5,000		12,300	
	GRANTS		319,954				319,954	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**10,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**859,004** = **10,000** + **849,004**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

**Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.**

**150,000**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 1,009,004**      Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	600,404		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	90,700		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>VCA</u>	30,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Drink Tickets	100,000		
Merchandise	3,000		
Program Ads	7,500		
Cabana and Tent Sales	17,400		
Marketing/Publicity		100,000	MANHUNT
Catering		10,000	TOWNHOUSE HOTEL
Supplies		20,000	WET & ROCKSTAR ENERGY DRINK
Beach Design		10,000	TOM BERCU PRESENTS
Other Fees (translation)		10,000	TERRA NETWORKS
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>10,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**859,004**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**150,000**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 1,009,004**

\* Sum of #49 Cash & #50 In-kind

Agenda Item No.: A-13

**ORGANIZATION:** New World Symphony, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** Charles Ives, Pioneer Modernist: An NWS In-Context Festival

**RECOMMENDATION:** \$11,250

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 22, 2009 - February 22, 2009

**EVENT LOCATION:** Lincoln Theatre, 541 Lincoln Road, Miami Beach

**DESCRIPTION:**

Funds are requested to support the artistic and marketing costs associated with the "Charles Ives, Pioneer Modernist: An NWS In-Context Festival" taking place from January 22 through February 22, 2009. The multimedia presentation will offer a unique opportunity for audiences to explore the music of the iconoclastic American composer and the transcendentalist philosophies that inspired his musical creations. Led by Artistic Director Michael Tilson Thomas, the festival will feature pianist Jeremy Denk, vocalists from the UM Frost Chorale, and a free "Musical Xchange" presentation featuring works commissioned from our emerging composers.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$12,500 (06-07); (\$4,800 (03-04) - End of cycle); \$7,500 (02-03); \$6,825 (01-02); \$7,200 (00-01); \$8,000 (99-00)

**OTHER GOVERNMENT FUNDING:**

Funding Arts Network - \$20,000

Mailman Foundation - \$25,000 (Pending)

Bergen Foundation - \$10,000 (Pending)

Aaron Copland Fund - \$20,000 (Pending)

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):

New World Symphony, Inc.

Organization Address: 541 Lincoln Road

City: Miami Beach State: FL Zip: 33139 Website: [www.nws.edu](http://www.nws.edu)

- (4) Applicant Institution Type:  Cultural  Non-Cultural

- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1987

- (7) FEI#: 59 - 2809056 (8) State of Incorporation: Florida

- (9) Required Pre-application Consultation: Date: 10/02/08 Time: 3:00 PM

- (10) Name: David Sepulveda  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Director of Government & Foundation Relations Phone (day): (305) 673 - 3330 ext. 268

Email: [david.sepulveda@nws.edu](mailto:david.sepulveda@nws.edu) Fax: (305) 673 - 6749 Phone (other): (305) 458 - 9488 ext.

**PROJECT INFORMATION**

- (11) Project Title: Charles Ives, Pioneer Modernist: An NWS In-Context Festival

- (12) Starting and Ending Dates: 01/26/09-02/22/09 (13) Starting and Ending Times: 7:30pm – 9:30pm

- (14) Address or Location of Project: Lincoln Theatre, 541 Lincoln Road, Miami Beach

- (15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: #

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

- (16) Miami-Dade Commission District: # 5 Florida State Senate District: # 35

Florida State House District: # 107 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

- (18) Expected Participation (# of individuals): Attending Total: 2,400 Performing/Participating Total: 100  
Children: 50 Children: 0

- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The New World Symphony has an established reputation for its commitment to and excellence in the performance of contemporary and American classical music, being honored with a 2003 and 2007 ASCAP First Place Award for Adventurous Programming of Contemporary Music. Underscoring this, NWS will dedicate its 2008/09 Season Music In-Context™ presentation to composer Charles Ives. "Charles Ives, Pioneer Modernist" will offer a unique opportunity for South Florida audiences to explore the music of the iconoclastic American composer and the transcendentalist philosophies that inspired his musical creations. Led by Artistic Director Michael Tilson Thomas, the festival will be presented at NWS' Lincoln Theatre in Miami Beach and will consist of three (3) concert programs preceded by lectures, an exhibit, and a screening of the film "A Good Dissonance Like a Man," a documentary on the life of the avant-garde composer.

The concert programs will be presented on February 20, 21 and 22, 2009 and will feature Ives's *Holidays Symphony*, each movement of which celebrates a particular American holiday; Ives's "Concord" Sonata for Piano, to be performed by the American pianist Jeremy Denk; Henry Brant's *A Concord Symphony*, a symphonic version of Ives's landmark "Concord" Sonata as orchestrated by his fellow American composer; and the University of Miami Frost Chorale performing hymns, rags, and folk tunes from which Ives drew inspiration. Specific artistic and educational activities include:

\* "The Ives Effect: Musical Xchange," a free presentation focused on the art of music composition organized in its entirety by NWS Fellows. The January 30, 2009 presentation will feature the world premieres of works commissioned from four (4) emerging composers. The concert's format will enable Fellows and the visiting guest composers to engage the audience in a lively, informal discussion of their personal, historic, and/or creative interpretation of the commissioned works.

\* The February 21, 2009 concert program "Ives and the American Vernacular" will culminate a conducting symposium on the music of Ives. MTT will conduct one movement of the *Holidays Symphony* and three student conductors (including NWS' Conducting Fellow) will each conduct one of the other movements.

Extensive efforts to market this festival as well as to increase NWS' brand during the current season include advertisements in local newspapers (The Miami Herald, Miami New Times, The Jewish Journal and SunPost); the insertion of single-ticket season brochures in the New York Times newspaper delivered to households in South Florida; WLRN, a public radio station serving the Monroe, Miami-Dade, Broward, and Palm Beach counties that ranks #1 in South Florida with the largest share of classical music concertgoers among its audience; and Plum TV Channel 5, reaching tourists at Miami Beach hotels. The festival is expected to reach more than 2,400 South Florida residents and tourists.

NWS' interest in contemporary music and its signature Music In-Context™ presentations are part of the institution's commitment to produce ambassadors for the art form in both the ranks of the musicians and the audience. The interest in this program arises both from NWS' history and the explicitly experiential musical curriculum of the orchestral academy. Through these multimedia presentations NWS seeks to help ensure Fellows and audiences develop a profound understanding of the relationship between culture and the social and political contexts that shape classical music. The extraordinary opportunities for musical and cultural exchange that arise from NWS' In-Context presentations further expands the perceptions Fellow are able to bring to their performances, not just of new works, but to all their musical interpretations, from earlier times and other cultures. This facilitated environment for musical exploration and cultural exchange, as recognized by the national and international media, helps to further enhance Miami-Dade County's recognition as a major arts center and its reputation as a destination for cultural tourism, and TDC's support serves as proud recognition of NWS role as an international cultural ambassador.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:						
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	3		4,550		4,550	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	16		90,134	10,000	80,134	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	87		39,950		39,950	
MARKETING/PUBLICITY				12,945	5,000	7,945	
PRINTING				5,500		5,500	
POSTAGE							
IN-COUNTY TRAVEL				32,400		32,400	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				4,000		4,000	
EQUIPMENT PURCHASE							
SPACE RENTAL				5,100		5,100	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS							
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	MUSIC RENTAL AND PURCHASE			5,435		5,435	
	POST-CONCERT RECEPTION			1,000		1,000	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

15,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

201,014

=

15,000

+

186,014

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 201,014

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	46,820		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	53,194		
FOUNDATION SUPPORT	66,000		
PRIVATE/INDIVIDUAL SUPPORT	5,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>National Endowment for the Arts</u>	5,000		
STATE <u>FL Division of Cultural Affairs</u>	5,000		
LOCAL <u>Miami Beach CAC</u>	5,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	15,000		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>201,014</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>0</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 201,014.</b>		* Sum of #49 Cash & #50 In-kind

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Agenda Item No.: A-14

**ORGANIZATION:** Performing Arts Center Trust, Inc. dba The Adrienne Arsht  
Center for the Performing Arts of Miami-Dade County

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** Flamenco Festival Miami

**RECOMMENDATION:** \$7,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 06, 2009 - February 27, 2009

**EVENT LOCATION:** Arsht Center, 1300 Biscayne Boulevard

**DESCRIPTION:**

Funds are requested to support Flamenco Festival Miami 2009, one of the most important cultural events of Flamenco organized outside of Spain from February 6 through the February 27, 2009 at the Adrienne Arsht Center for the Performing Arts. The festival features the U.S. premiere of world renowned artists and icons of traditional flamenco, as well as several emerging young stars, including Arcangel, Dorantes, Antonio Gades Company, Estrella Morente and Los Farruco.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$8,000 (07-08); \$9,000 (06-07); \$10,000 (05-06)

**OTHER GOVERNMENT FUNDING:**

American Express - \$40,000 (Pending)

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS**  
**FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT**  
**COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):

Performing Arts Center Trust, Inc. d/b/a Adrienne Arsht Center for the Performing Arts

Organization Address: 1300 Biscayne Boulevard

City: Miami State: FL Zip: 33132 Website: [www.arshtcenter.org](http://www.arshtcenter.org)

- (4) Applicant Institution Type:  Cultural  Non-Cultural

- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1991

- (7) FEI#: 65 - 0353695 (8) State of Incorporation: FL

- (9) Required Pre-application Consultation: Date: 07/17/08 Time: 3:00PM

- (10) Name: Giselle Ferro  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Grants Manager Phone (day): (786) 468 - 2223 ext.

Email: [gferro@arshtcenter.org](mailto:gferro@arshtcenter.org) Fax: (786) 468 - 2007 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

- (11) Project Title: Flamenco Festival Miami

- (12) Starting and Ending Dates: 02/06/09 – 02/27/09 (13) Starting and Ending Times:

- (14) Address or Location of Project: Arsht Center 1300 Biscayne Boulevard

- (15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: #

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

- (16) Miami-Dade Commission District: # 3 Florida State Senate District: # 35

Florida State House District: # 109 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

- (18) Expected Participation (# of individuals): Attending Total: 8,800 Performing/Participating Total: 62  
 10,000 Children: Children:

- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**What?:** Flamenco Festival Miami 2009 is a festival taking place in February 2009 at the Arsht Center, dedicated to the promotion of flamenco and Spanish artists outside of Spain and the preservation of this traditional art form. In its 2<sup>nd</sup> consecutive year at the Arsht Center, Flamenco Festival Miami will invite the public to enjoy four stirring performances by the leading flamenco names of today, from world renowned artists and icons of traditional flamenco to emerging young stars of the flamenco world. The festival will offer a range of flamenco presentations across the cultural categories of music, dance, and song. Performances will take place at the Center's John S. and James L. Knight Concert Hall, and a series of festivities and ancillary events will be incorporated, both at the Center and at offsite locations, with performances, food, and activities for all of South Florida to enjoy. Arsht Center will create and produce the festival annually, in cooperation with Miguel Marin Productions, and will also engage cultural organizations, such as Centro Cultural Español, and provide ancillary events and activities, such as master dance and music classes, photography exhibits, lectures and a film series.

**How:** For all the vitality of its cultural and entertainment scene, Miami had never played host to a world-class annual festival of flamenco until Arsht Center presented Flamenco Festival in its 07/08 season. Miami is the latest U.S. City to host the festival, and is the only city outside the U.S.'s northeast region to host the festival. Expanding upon last year's success, the festival is designed and marketed to attract the maximum amount of residents and tourists to the Center and the downtown Miami area for a month-long celebration of high-quality, culturally diverse programming. The Center will market to South Florida and visitors with vivid brochures and performance schedules. The Center has already strategically placed a 68'x36' foot Flamenco Festival banner on busy Biscayne Boulevard to attract attention from residents in the area as well as the many hotels located nearby. The Center's marketing team will explore mutually beneficial partnerships and promotions through new and existing media contacts, create a full-scale PR effort, and use an aggressive combination of paid, promotional, and in-kind advertising. The festival will allow the Center to attract and expose national and international visitors to the Center. Increasing Miami-Dade County's attractiveness as a tourist destination in the long-term, the festival will raise national and international awareness of South Florida's commitment to presenting artistic talent, rich cultural life and new world-class cultural facilities.

**Who:** Artists and groups totaling approximately 62 performers will be featured in Flamenco Festival. Featured performances will include appearances by Estrella Morente, a show full of mesmerizing vocals by the Spanish flamenco singer; Los Farruco, the legendary gypsy flamenco dynasty known for their amazingly fast footwork and acrobatic moves that capture and express the art and emotion of Spanish gypsy tradition; and the U.S. premiere of the powerful restaging of Gades' classic, *Carmen*, by the Antonio Gades Company, coinciding with the 25<sup>th</sup> anniversary production of the Oscar-nominated Saura/Gades movie and its subsequent stage adaptation. All of these artists will have their Miami premier at Flamenco Festival Miami. The Center has two hotel sponsors and has reserved blocks of rooms equaling 128 room nights for 62 artists at both the Doubletree Grand Hotel in downtown Miami and at the Miami Marriot Dadeland.

**When/Where:** The four scheduled Flamenco Festival performances are ticketed shows ranging from \$35-95, and include: *Carmen* by the Antonio Gades Company on February 12<sup>th</sup> and February 13<sup>th</sup>; the music of Estrella Morente on February 19<sup>th</sup>, and the dance performance of Los Farruco on February 28<sup>th</sup>. All shows will be from 8pm-10:30pm on the stage of the Arsht Center's John S. and James L. Knight Concert Hall. The Center's Education & Outreach department is planning dance master classes, music master classes, mini workshops on *palmas* and *braceo* (hand-clapping and arm movements), a lecture on *Carmen*, and a bilingual photography exhibit on Gades. These ancillary events and activities will take place at various spaces throughout the Center and will be open to the public. Additionally, the Center will also coordinate with Centro Cultural Español which will host a Flamenco-themed film series at their site in Coral Gables on Tuesday nights throughout the month of February.

**Why:** Flamenco Festival fits into the TDC's priority of promoting Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented events and festivals. This festival has the potential to generate tourism impact as well as support the local economy by the festival's use of hotels for Miami-Dade county hotels for the entire month of February, with the use of 128 room nights. More than any other Center event, Flamenco Festival has the potential to draw in the greatest number of people, especially visitors and tourists unfamiliar with Miami as a destination for arts and culture. By supporting Flamenco Festival Miami 2009, the Tourist Development Council will play a vital role in bringing an estimated 10,000 people to the Center and to downtown Miami.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>7</u>	19,500				19,500	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>9</u>	13,500				13,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>62</u>	125,000		25,000		100,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>48</u>	29,900				29,900	
MARKETING/PUBLICITY		100,000				100,000	
PRINTING							
POSTAGE							
IN-COUNTY TRAVEL		4,200				4,200	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		15,100				15,100	
EQUIPMENT PURCHASE							
SPACE RENTAL		40,900				40,900	
INSURANCE		3,930				3,930	
UTILITIES							
SUPPLIES/MATERIALS		70				70	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	HOTEL	19,349				19,349	
	BOX OFFICE FEES	15,499				15,499	
	FIRE MARSHALL	768				768	
	CATERING	2,810				2,810	
	PRO FEES	5,139				5,139	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**25,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**395,665** = **25,000** + **370,665**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**395,665**      Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	<b>270,665</b>		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	<b>100,000</b>		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
_____			
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>395,665</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)			
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>395,665</b>		* Sum of #49 Cash & #50 In-kind

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Agenda Item No.: A-15

ORGANIZATION: Red Chemistry Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Romance in a Can 2008

RECOMMENDATION: \$6,750

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: February 6-15, 2008

EVENT LOCATION: Various location throughout Miami Beach and Miami-Dade County

**DESCRIPTION:**

Funds are requested to support "Romance in a Can," a film festival in its third year, which is scheduled for Feb 6-15, 2009. The festival features romantic films at a variety of locations including Miami Beach, Miami, Sweetwater, Coral Gables and Coconut Grove. All films will be screened free to the public.

**HOTEL CONFIRMATION:**

Ritz Carlton  
Raleigh Hotel

**OUTSIDE MEDIA:**

Eurocinema  
WLRN

**PREVIOUS TDC FUNDING:**

\$7,500 (07-08)

**OTHER GOVERNMENT FUNDING:**

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS**  
**FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT**  
**COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Red Chemistry Inc.

Organization Address: 8877 Collins ave. Nr 610 -

City: Surfside State: FL Zip: 33154 Website: [www.romanceinacan.com](http://www.romanceinacan.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2006

(7) FEI#: 71 - 1005467

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: Time:

(10) Name: LANDMAN Isabelle  Mr.  Ms.  Miss  Dr.

Title: Executive Director

Phone (day): (305) 864 - 3957 ext.

Email: [contact@romanceinacan.com](mailto:contact@romanceinacan.com) Fax: (305) 444 - 5513 Phone (other): (786) 514 - 5262 ext.

**PROJECT INFORMATION**

(11) Project Title: Romance in a Can 2009

(12) Starting and Ending Dates: Feb 6-15

(13) Starting and Ending Times: please see calendar

(14) Address or Location of Project: Miami and the beaches

(15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: # 30

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 106

Florida State House District: # 35 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 5 500 Performing/Participating Total:

Children: Children:

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**WHAT?** Romance in a Can is a unique and European film festival that focuses on unknown European titles never before screened in the USA that are produced by independent European film makers. 25 feature films, 250 short films are included in the program for next year.

**HOW?** The film festival will attract tourists through the choice of events and evenings at prestigious and touristic locations: Raleigh Hotel in Miami Beach, Ritz Carlton Coconut Grove, Barnacle State Park in Coconut Grove. Numerous media fronts like Atlantic Broadband, the Welcome Channel, Channel 2 and Eurocinema have already agreed to cover the festival's outdoor events. A national PR campaign thanks to the sponsorship of Eurocinema will enhance the festival with national communications coverage. (Dan Klores Agency, in NYC and Nicole Goesseringer in L.A are in charge of the PR and communication)

The festival will close in conjunction with the Coconut Grove Art Festival for the evenings of Valentine's day and for the closing evening at the Barnacle Park. A total of fifteen events is planned from February 6-10 between the film screenings, the red carpets events at night, the radio talks, the film shooting thanks to the sponsorship of Atlantic Broadband, Channel 2 and Welcome Channel.

**WHEN?** February 6-15<sup>th</sup> with 7 different locations in Miami Beach, Miami and Coconut Grove.

**WHERE:** The first weekend of screenings on February 6-7-8 takes place at the tropical and romantic Raleigh Hotel. Prior PR will specifically reach out the NY community of tourists. 70% of the hotel is already booked thanks to sweet heart packages. The Mayfair Hotel in Coconut Grove is also sponsoring the event and providing a sweetheart package for the week end of Valentine's.

The festival will then celebrate Valentine's Day and its closing evening at the Barnacle State Park. Please see attached our completed calendar of events.

**Who?** The film screenings and the short film competitions are going to attract about 6500 people. 50% of them are tourists brought by the European Consulates and Cultural Organization. Local audience is mainly from Latin-America, NYC, Europe. The TDC grant helps supporting the advertisement campaign and the outdoor events in order to attract more tourists.

**WHY?** The festival is unique in subject matter (romance) and the movies are distinctively varied to attract an audience of all ages, socio economic backgrounds and gender groups. To satisfy a European, Latin and International audience, the Red Chemistry Board members, foreign film boards and distribution companies in Europe built an assorted program of films from Belgium, Luxembourg, France, Spain, Italy, Netherlands, Germany, Poland, Russia, Israel, Hungary. To enrich the programming, the Intracoastal Theater, the Miami Beach Cinematheque, the Alliance Francaise, CAS at University of Miami and FIU South Campus have been reserved. Please see attached complete list of locations.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:						6,000
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>3</u>	25,000		4,000		21,000	
MARKETING/PUBLICITY		32,000		2,000		30,000	
PRINTING		8,000		4,000		4,000	
POSTAGE							
IN-COUNTY TRAVEL		500				500	
OUT OF COUNTY TRAVEL		1,500				1,500	
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE		1,300				1,300	
SPACE RENTAL		12,000		3,000		9,000	
INSURANCE		1,500				1,500	
UTILITIES							
SUPPLIES/MATERIALS		2,000				2,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	SCREENING FEES	7,450		2,000		5,450	
	SHIPPING	4,050				4,050	2,500

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)				<b>15,000</b>		
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	<b>95,300</b>	=	<b>15,000</b>	+	<b>80,300</b>	
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)			<u>Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.</u>			<b>8,500</b>
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	<b>\$ 103,800</b>		Sum of #45 Cash & #46 In-kind			

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	12,000		
CONTRACTED SERVICES	10,000	8,500	COMMUNICATION PR AGENCY
TUITIONS			
CORPORATE SUPPORT	50,000		
FOUNDATION SUPPORT	2,300		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Consulates support	6,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>95,300</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>8,500</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 103,800</b>		* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: A-16

**ORGANIZATION:** Rotary Foundation of South Miami, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** South Miami Rotary Art Festival

**RECOMMENDATION:** \$3,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 21, 2009 - February 22, 2009

**EVENT LOCATION:** Sunset Drive, between US1 & Red Road

**DESCRIPTION:**

Funds are requested to support the two-day South Miami Rotary Art Festival held on the main streets of downtown South Miami on February 21-22, 2009. Celebrating its 25th anniversary, the festival attracts 25,000 people annually and provides a great family-friendly experience for tourists.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Radio: WLRN

Miami Herald

**PREVIOUS TDC FUNDING:**

\$3,000 (07-08); \$3,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

City of South Miami - \$2,500

CG - \$10,000 (Pending)

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
Rotary Foundation of South Miami  
Organization Address: 9500 S. Dadeland Blvd., Suite 703  
City: Miami State: FL Zip: 33156 Website: [southmiamirotary.org](http://southmiamirotary.org)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1992
- (7) FEI#: 65 - 036619 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: 10/02/08 Time: 03:00 PM
- (10) Name: Linda M. Kaplan  Mr.  Mrs.  Ms.  Miss  Dr.  
Title: Director Phone (day): (305) 670- 7665 ext.  
Email: [lk@lindakaplan.com](mailto:lk@lindakaplan.com) Fax: (305) 670 - 7668 Phone (other): (305) 978 - 6256 ext.

**PROJECT INFORMATION**

- (11) Project Title: 25<sup>TH</sup> Annual South Miami Rotary Art Festival
- (12) Starting and Ending Dates: 02/21/09 - 02/22/09 (13) Starting and Ending Times: 09:00AM-06:00PM
- (14) Address or Location of Project: Sunset Avenue between US1 + Red Road
- (15) Municipality in which project will take place (use codes): Primary: # 9 Secondary: # 3
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 7 Florida State Senate District: # 35  
Florida State House District: # 107 U.S. Congress District: # 18  
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_
- (18) Expected Participation (# of individuals): Attending Total: 25,000 Performing/Participating Total: 194  
Children: \_\_\_\_\_ Children: 0
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. **What** is the project? **How** will it attract tourists to Miami-Dade County? **When** will it take place? How many event(s) are planned? **Where** will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? **How** will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**What:** 25<sup>th</sup> Anniversary of our two day outdoor art festival

**How:** Our show is anticipated yearly and placed on the SNOWBIRDS "must do" list when they arrive in autumn. We advertise in the *Miami Herald*, *Community Newspapers*, *New Times*, *Coral Gables Gazette*, *Miami Monthly*, and *Coral Living Magazine* and with select radio stations such as WLRN. We submit our information to local print and web calendars via press releases. Forty-five public county libraries distribute our flier in bookmark form. January and February are the months we canvas the community to attract patrons. We receive exposure and applicants from artists via two national marketing and reference magazines: *Sunshine Artist* with 35,000 readers and *Where the Shows Are Quarterly Magazine* with a circulation of 8,000 readers. Artist and vendor pamphlets are sent via a mailing list. Street and pole banners are posted. We put counter-cards and programs at local hotels and merchants. We have an online presence on the web calendar at [www.EventLister.com](http://www.EventLister.com) and have listed the event on [www.craigslislist.com](http://www.craigslislist.com), [www.maps.google.com](http://www.maps.google.com), [www.myspace.com/southmiamiartfest](http://www.myspace.com/southmiamiartfest), and [www.de.lici.ous.com](http://www.de.lici.ous.com).

**When:** from 9:00 a.m. to 6:00 p.m. on Saturday, February 21, 2009 & Sunday, February 22, 2009 from 10:00 a.m. to 6:00 p.

**Where:** A four block area located in the heart of S. Miami, six miles south of downtown Miami, adjacent to the Shops at Sur face.

The event borders both a Community Redevelopment Area and also some of the most affluent zip codes in the county. The event entices visitors to

see Central Dade County, a vibrant sector that might otherwise be missed thus broadening the experience for our visitors. A rail access is

conveniently located across the street.

**Why:** Over 25,000 spectators are expected with approximately 11,000 from out of town. Presenting a variety of art styles and media, participants include local artists, national and international artists from multiethnic backgrounds including but not limited to Cuban, Haitian and Asian backgrounds. The 2009 festival will exhibit the work of approximately 140 (approx. 56 from out of town) artists along with booths for food vendors and a Children's Alley (with the Miami Children's Museum, Aero Modelers of Perrine, World Chess Hall of Fame for example.) A jury of three Rotary volunteers and two professional artists selected from over 175 artist applicants in 2008. Live music is provided near the food court. Tourists will want to return or extend their stay to further enjoy the area. "South Miami" is an "in" destination for residents and tourists. For naturalists and historians there is the Tropical Audubon Society's Doc Thomas House and gardens along with the Pinewood Cocoplum Cemetery. On our Main Street - Sunset Drive, visitors come on weekends and evenings to "see and be seen," taking advantage of the quality and variety of fine restaurants. Within a few downtown blocks, the city has it all including the indoor/outdoor Shops at Sunset Place, an entertainment complex that includes an AMC 24 movie theater with stadium seating, chic restaurants, and exclusive retailers. Our flyers are distributed in their parking checkout so visitors learn about the art festival. An upscale line-up of shops in this area feature merchandise that often times cannot be found elsewhere. TDC funding will allow us to expand our advertising and attract more spectators from out of town.

Other Organizations involved would be Rotaract and Interact, the high school and university Rotary clubs.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							12,000
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:						
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	3		3,200		3,200	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	7		3,200		3,200	
MARKETING/PUBLICITY				28,100		20,100	2,675
PRINTING				2,500		500	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				5,100		5,000	100
EQUIPMENT PURCHASE							
SPACE RENTAL				1,800		1,800	
INSURANCE							
UTILITIES				500		500	
SUPPLIES/MATERIALS				600		600	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
SPONSOR RECEPTION				2,000		2,000	
POLICE + PUBLIC WORKS				12,400		12,400	
WEBSITE MAINTENANCE				1,600		1,600	
MISC.				570		570	

14) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)				<b>15,000</b>		
15) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)		<b>61,570</b>	=	<b>15,000</b>	+	<b>46,570</b>
16) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)						<b>14,675</b>
17) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)		<b>\$76,245</b>				Sum of #45 Cash & #46 In-kind

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS			
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	3,300		
FOUNDATION SUPPORT		2,675	WLRN, MIAMI HERALD, COMMUNITY NEWS
PRIVATE/INDIVIDUAL SUPPORT		12,000	VOLUNTEER SERVICES
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
City of South Miami + Miami Dade County/ Community Grant	2,500 / 3,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Booth Rentals	37,770		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		
<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>61,570</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>14,675</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 76,245</b>		* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: A-17

**ORGANIZATION:** South Florida Bluegrass Association, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** 31st Annual Everglades Bluegrass Festival

**RECOMMENDATION:** \$6,750

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 27, 2009 - March 1, 2009

**EVENT LOCATION:** 1511 NE 207th Street, Miami, FL

**DESCRIPTION:**

Funds are requested to support the 31st Annual Everglades Bluegrass Festival scheduled for February 27 through March 1, 2009. The event is internationally recognized, featuring professional and award winning Bluegrass artists from across the country.

**HOTEL CONFIRMATION:**

Courtyard Marriott

**OUTSIDE MEDIA:**

Miami Herald

**PREVIOUS TDC FUNDING:**

\$7,500 (07-08)

**OTHER GOVERNMENT FUNDING:**

DAN - \$15,000 (Pending)

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

TDC/09-\_\_\_

QUARTER/CATEGORY

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

- (2) Please check one:  Sports  Special Events/Promotions  Television

ORGANIZATION AND CONTACT INFORMATION

- (3) Organization Name (exactly as it appears on Articles of Incorporation):

South Florida Bluegrass Association, Inc.

Organization Address: 20533 Biscayne Blvd. #358

City: Aventura State: FL Zip: 33180 Website: [www.southfloridabluegrass.com](http://www.southfloridabluegrass.com)

- (4) Applicant Institution Type:  Cultural  Non-Cultural

- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1973

- (7) FEI#: 65 -0255820 (8) State of Incorporation: Florida

- (9) Required Pre-application Consultation: Date: Oct 2, 08 Time: 3 PM

- (10) Name: Marianne Napolitano  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Treasurer Phone (day): (305) 940 - 3249 ext.

Email: [hotrrchick@bellsouth.net](mailto:hotrrchick@bellsouth.net) Fax: (305) 940 - 3249 Phone (other): (305) 975 - 1336 ext.

PROJECT INFORMATION

- (11) Project Title: 31<sup>st</sup> Annual Everglades Bluegrass Festival

- (12) Starting and Ending Dates: Feb 27,28 Mar 1, 09 (13) Starting and Ending Times: 4pm Fri to 6pm Sun

- (14) Address or Location of Project: Haulover Beach, 10800 Collins Ave., Miami Beach, 33154

- (15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: # 12

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

- (16) Miami-Dade Commission District: # 4 Florida State Senate District: # 35

Florida State House District: # 106 U.S. Congress District: # 20

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)

(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

- (18) Expected Participation (# of individuals): Attending 1500 Performing/Participating Total: 90

Children: 200 Children: 6

- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities

(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**WHAT:** The South Florida Bluegrass Association, Inc. (SFBA) 31<sup>st</sup> annual "Everglades Bluegrass Festival". A nationally and internationally recognized 3-day festival featuring 38 professional, award-winning musicians from across the country (we book hotel rooms for them) along with 52 local and member musicians. The SFBA is the oldest continuously operating non-profit bluegrass association in the United States. Founded in 1970 and incorporated in 1973, we are dedicated to the preservation, education and presentation of Bluegrass and Acoustic Music. We are the ONLY organization in Miami-Dade County presenting this musical art form to the public. Bluegrass is deeply rooted in our heritage. We intend to keep it going!

**HOW:** A majority of our attendees are "tourists" who travel from across the country and around the world to enjoy the warmth of South Florida winters. They follow the "circuit" of Bluegrass festivals held throughout the state. SFBA has a reputation of presenting quality Bluegrass Festivals for 30 consecutive years. Attendees plan their trip based on our "last weekend in February" schedule. We advertise in national and international Bluegrass Magazines, flyers are distributed nationwide and we have a presence on multiple websites. The Feb. 22<sup>nd</sup> front cover of 'Welcome to Miami & the Beaches' will make us a tourist pleaser for those staying in local hotels visiting Miami.

**WHEN:** February 27, 28 & March 1, 2009. Early arrivals start Sun. Feb. 22<sup>nd</sup>, a potluck supper Thurs. Feb. 26<sup>th</sup> and the festival begins with open mic at 4PM Friday the 27<sup>th</sup>. Performances by hired and local bands follow (50 minute sets) till 11PM. We start Sat. at Noon with bands playing 2 sets (50 min.) throughout the day till 11PM. We begin Sun. at 10AM with our Gospel band and worship service and continue till 6PM. Musicians jam day and night all week. On Sat. and Sun. morning we present instrumental workshops. A \$5 raffle ticket gives you a chance to win a Mike Long guitar donated by the Luthier valued at \$2000. Entrance ticket prices are: Fri \$20, Sat \$25, Sun \$20 or \$55 for all 3 days.

**WHERE:** We lost our usual Oak Grove at Ives (School Board is building a school). We have partnered with the Miami-Dade County Parks and Recreation Department. Our 'NEW LOCATION' will be under a tent at Haulover Beach and Marina, Lot #1, 10800 Collins Ave., Miami Beach (Rain or shine). Everyone brings a lawn chair. Vendors provide children activities, food, refreshments, handicrafts, musical instruments and other merchandise for purchase.

**WHO:** The "Legends of Bluegrass" and "Grand Ole Opry" members along with state and local bands. "Special Consensus", "James King", "Gloria Belle and Tennessee Sunshine", "New River Boys", "Matthew Sabatella", "Southern Shores", and "Roger Bass & the Hillbillies", are just a few examples. The local member bands perform for free. All other musicians and technicians are paid.

**HOW:** TDC funding is more important this year because we need to advertise more frequently in the local papers and radio to get the word out about our 'NEW LOCATION'. TDC funding will allow us to advertise the week of our festival on the cover of 'Welcome to Miami and the Beaches', which is the largest circulated visitor magazine in Miami-Dade. It is printed in 2 languages & distributed at airports, hotels, tourist info and convention centers, shopping malls and condos. We will satisfy the tourist looking for something 'new to do'. A new market for us!

In July, from the SFBA Board-of-Directors, committees are formed to implement necessary contacts to complete this project including advertising, sanitation, hiring talent, sound techs and vendors.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>31</u>	0					4,992.
ARTISTIC:	NUMBER OF ARTISTS: <u>52</u>	0					8,091.
TECHNICAL:	NUMBER OF EMPLOYEES: <u>4</u>	0					1,200.
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>38</u>	27,000.		5,000.		22,000.	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>2</u>	2,000.				2,000.	
MARKETING/PUBLICITY		19,000.		10,000.		9,000.	
PRINTING		200.				200.	
POSTAGE		500.				500.	
IN-COUNTY TRAVEL		0					
OUT OF COUNTY TRAVEL		1,000.				1,000.	
EQUIPMENT RENTAL		2,000.				2,000.	
EQUIPMENT PURCHASE		0					
SPACE RENTAL		1,500.				1,500.	
INSURANCE		1,000.				1,000.	
UTILITIES		4,000.				4,000.	
SUPPLIES/MATERIALS		5,200.				5,200.	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	RAFFLE GUITAR						2,000.

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

15,000.

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

63,400.

= 15,000. + 48,400.

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

16,283.

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 79,683.

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	13,000.		
CONTRACTED SERVICES			
TUITIONS	400.		
CORPORATE SUPPORT	3,000.		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	5,000.	14,283.	ORGANIZATION MEMBERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <b>DAN</b>	11,000.		
APPLICANT CASH ON HAND	16,000.		
OTHER REVENUES (Itemize below)			
Raffle Guitar		2,000.	GUITAR LUTHIER
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000.</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**63,400.**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**16,283.**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 79,683.**

\* Sum of #49 Cash & #50 In-kind

Agenda Item No.: A-18

**ORGANIZATION:** South Florida Composers Alliance, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** Subtropics Experimental Music and Sound Arts Festival

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 26, 2009 - March 29, 2009

**EVENT LOCATION:** Miami Beach

**DESCRIPTION:**

Funds are requested to support the 19th Annual Subtropics Music and Sound Arts Festival held on February 23 - March 4, 2007. This year's festival has doubled in scope and scale, with events taking place at the Carnival Center's Studio Theater and honoring avant-garde composer John Cage. Programs will run in conjunction with the Carnival Center's "Merce in Miami" residency, with choreographer Merce Cunningham. The unprecedented partnership will attract audiences from around the world.

**HOTEL CONFIRMATION:**

none

**OUTSIDE MEDIA:**

Radio: WDNA

Electronic Musician Magazine

**PREVIOUS TDC FUNDING:**

\$6,500 (06-07); \$5,850 (05-06); \$6,500 (04-05)

**OTHER GOVERNMENT FUNDING:**

Knight Foundation - \$45,000 (Pending)

Miami Beach - \$8,000

NEA - \$10,000 (pending)

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS**  
**FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidadegov](mailto:ndb1@miamidadegov)

FY 2008-2009 Tourist Development  
 Council Grants Program

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

South Florida Composers Allaince, Inc.

Organization Address: po box 015298

City: miami State: FL Zip: 33101 Web: [www.isaw.info](http://www.isaw.info) + [www.subtropics.org](http://www.subtropics.org)

(4) Applicant Institution Type:  Cultural  Non-

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1985

(7) FEI#: 59 - 2626561 (8) State of Incorporation: FLORIDA

(9) Required Pre-application Consulta- Date: 10/2/08 Time: 3PM

(10) Name: Gustavo Matamoros  Mr.     Dr.

Title: director Phone (day): (305) 981 - 0600 ext.

Email: [info@isaw.info](mailto:info@isaw.info) Fax: ( ) - Phone (other): (786) 206 - 7886 ext.

**PROJECT INFORMATION**

(11) Project Title: 20<sup>th</sup> biennial Subtropics Experimental Festival of Music & Sound Art

(12) Starting and Ending Dates: 2/26/09 - 3/29/09 (13) Starting and Ending Times: 7 PM & 5 PM

(14) Address or Location of Project: Bass Museum & Auditorium at MBSH, Miami Beach

(15) Municipality in which project will take place (use Primary: # 02 Secondary: # 06)

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 38

Florida State House District: # 106 U.S. Congress District: # 25

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audi-  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify):

(18) Expected Participation (# of individuals): Attending Total: 4,500+ Performing/Participating Total: 65  
 Children: 25% Children/youth: 25 (production)

(19) Primary Population:  Children  At-Risk  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

Named "Best Public Event" in 1992 and "Best Festival" in 2001 by Miami New Times, SUBTROPICS 20 is a milestone celebration of 20 years of experimental music & sound art in Miami produced and presented by the South Florida Composers Alliance's interdisciplinary Sound Arts Workshop (iSAW). We call this dream-come-true curatorial strategy: PUTTING ALL OUR EGGHEADS IN ONE BASKET and staging the first physical meeting of iSAW's National Advisory Board. Ten of the most important representatives of this uniquely American art form and tradition, ALISON KNOWLES, ALVIN LUCIER, CHRIS MANN, DAVID DUNN, GEORGE LEWIS, GREGORY WHITEHEAD, JIM STALEY, PHILL NIBLOCK, ROBERT ASHLEY and STEVE PETERS will come to Miami, FEB. 26 - MAR. 1, 2009, for a series of 5 CONCERTS (Miami Beach Senior High Auditorium), live RADIO (WDNA) and WEB STREAMING (subtropics.org), and the first experimental music OPEN COMMUNITY FORUM, designed to discuss, among other things, the relevance of Subtropics and of experimental music in general to our community and the world. Recognized experimental music & sound art journalists and scholars representing international printed publications like WIRE, SIGNAL-TO-NOISE, ELECTRONIC MUSICIAN, VIBRATIONS, FLASHART and ART FORUM among others, will cover the festival and partake in this important dialog. A 5-week long SOUND exhibition (Bass Museum) will extends the festival through March 29th. Satellite events at FIU, Harold Golen Gallery and other venues will be scheduled throughout March. For more information about the artists, please visit [www.subtropics.org](http://www.subtropics.org) and look under ARTISTS. Knight Foundation has committed to support this event.

The **Shelborne Beach Resort** has offered to create a room block for the festival and to discounts to Festival visitors. The details are still being worked out. We are awaiting a conformation letter from Mr. Dennis Wheeler. We are confident that the 20th anniversary list of artists will attract many experimental music lovers to Miami for Subtropics. With the help of the Bass Museum, we are in negotiations with several other Miami Beach hotels to offer special discounts on bookings through our website. We will be offering low priced tickets and FREE PARKING in Miami Beach to festival goers.

**Miami Art Guide** and **WDNA-FM** are the festival's official media sponsors. Our own marketing strategy (described later in this application) will be amplified by strong collaborations with our two main partners, **THE BASS MUSEUM OF ART** and **MIAMI BEACH SENIOR HIGH**, and with other local collaborators. The added publicity will include brochures featuring exhibition and related events and/or community outreach programs of Subtropics distributed to more than 5,000 Museum patrons by mail and also distributed to more than 1,800 tourist and cultural related institutions, throughout Miami Beach and Greater Miami. Also listings in Miami Herald; Miami Sun Post; Sun-Sentinel; Miami Today; Miami Monthly (formerly the Brickell Post, Coconut Grove Times and the South Miami Times), Palm Beach Post; Miami New Times; Miami Living Magazine; Florida International Magazine, Florida Design Magazine, Miami Family Magazine, Recreation Review; Museums South Florida; Museums Magazine; Family Guide to Greater Miami and the Beaches Fall/Winter 2006; random-magazine.net; South Florida Parenting Magazine; Gallery Guide Southeast; Where Magazine; Tourist News; Go Miami Guide; and Miami Art Circuits.

A two-month internship/artist residency program at Miami Beach Senior High will serve to involve youth in activities and projects in preparation for the festival and to afford students REAL WORLD EXPERIENCE during the festival's production at their own school.

The festival's success will be measured by the attendance numbers and press coverage, as well as through and email survey sent to those attendees who sign up during the our events. This survey will be implemented through our Vertical Response email communications service..

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: 1	6000		3000		3000	
ARTISTIC:	NUMBER OF ARTISTS: 1	20000		2500		17500	
TECHNICAL:	NUMBER OF EMPLOYEES: 4	2880				2880	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: 65	32000		7000		25000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: 1	730				730	
MARKETING/PUBLICITY		6450				6450	6500
PRINTING		5200		2500		2700	
POSTAGE		1000				1000	
IN-COUNTY TRAVEL		500				500	
OUT OF COUNTY TRAVEL		11500				11500	
EQUIPMENT RENTAL		18200				18200	
EQUIPMENT PURCHASE							
SPACE RENTAL		9146				9146	3000
INSURANCE							2000
UTILITIES		900				900	
SUPPLIES/MATERIALS		1700				1500	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	ACCOMODATIONS	12000				12000	6000
	PERMITS, DUES & FEES	1500				1500	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

15000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

129706

= 15000 + 114706

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

17500

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 147206

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	5000	2500	ELECTRONIC MUSICIAN MAG
CONTRACTED SERVICES	14162	1000	WDNA
TUITIONS	5000	5000	BASS MUSEUM
CORPORATE SUPPORT	2500	500	MIAMI ART GUIDE
FOUNDATION SUPPORT	50000	500	EL PARACAIDISTA
PRIVATE/INDIVIDUAL SUPPORT	8000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>NEA</u>	10000	5000	ARTCENTERSF, MB MUSIC INTS.
STATE <u>DCA</u>	2500	3000	SHELBORNE BEACH RESORT,
LOCAL <u>CAD + Miami Beach</u>	17544		CATALINA AND ALVION (PENDING)
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**129706**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**17500**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 147206**

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: A-19

**ORGANIZATION:** St. Stephen's Episcopal Church, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** St. Stephen's Arts and Craft Show

**RECOMMENDATION:** \$4,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 14-16, 2009

**EVENT LOCATION:** 2750 McFarlane Road, Coconut Grove, FL

**DESCRIPTION:**

Funds are requested to support marketing efforts for the 21st Annual St. Stephen's Arts and Craft Show, scheduled for February 14-16, 2009. The show is an annual event showcasing the work of approximately 150 fine artists and craftspeople from all over the country, attracting over 150,000 visitors each year.

**HOTEL CONFIRMATION:**

Doubletree Inn Coconut Grove

**OUTSIDE MEDIA:**

TV: NBC 6 & Telemundo Television 51

Radio: Magic 102.7 FM

**PREVIOUS TDC FUNDING:**

\$4,000 (06-07); \$5,000 (05-06); \$5,000 (03-04); \$4,000 (01-02)

**OTHER GOVERNMENT FUNDING:**

N/A

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

TDC/09-    

QUARTER/CATEGORY

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

ORGANIZATION AND CONTACT INFORMATION

(3) Organization Name (exactly as it appears on Articles of Incorporation):

ST. STEPHEN'S EPISCOPAL CHURCH, INC.

Organization Address: 2750 McFarlane Road

City: Coconut Grove State: FL Zip 33133 Website: [www.artshowss.com](http://www.artshowss.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1983

(7) FEI#: ~~59-1276272~~ 59-0638488 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: Oct. 2 Time: 3pm

(10) Name: Maggie Rossi  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Show Director Phone (day): (305) 648 - 0056 ext.

Email: [mrossi@sseds.org](mailto:mrossi@sseds.org) Fax: (305) 448 - 2153 Phone (other): ( ) - ext.

PROJECT INFORMATION

(11) Project Title: St. Stephen's Art and Craft Show

(12) Starting and Ending Dates: Feb. 14 - 16, 2009 (13) Starting and Ending Times: 9 a.m. - 6 p.m.

(14) Address or Location of Project: 2750 McFarlane Road, Coconut Grove, FL 33133

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # NA

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 07 Florida State Senate District: # 38

Florida State House District: # 113 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 150K Performing/Participating Total: 150  
Children: Children:

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

What is the project? The St. Stephen's Art & Craft Show ("the Show"), now in its 21st year and hosted by St. Stephen's Episcopal Parish, is a juried exhibition and sale featuring the talents of more than 150 fine artists and craftspeople. The 2007 Show, the most recent to be considered, was ranked 41 in the nation among fine art shows by Sunshine Artist trade magazine.

In addition to art and crafts, the Show also features specialty foods and beverages in an international food court, live entertainment each day, and an authentic British tea room in keeping with St. Stephen's Anglican heritage.

The show's marketing & promotion begins with the Show poster unveiling held in mid January. The poster reflects the flavor and charm of the Show, Coconut Grove and Miami-Dade County, and is used all Show marketing materials. The unveiling event is covered by the Show's media sponsors (NBC6, Telemundo 51 & Majic 102.6), and kicks off the Show's advertising and promotion campaign with consists largely of radio & television PSAs and live spots.

How will it attract tourists to M-D County? The St. Stephen's Art & Craft Show attracts approximately 150,000 people, roughly 20% of who come from outside Miami Dade County. The event is an important complement to the Coconut Grove Arts Festival and Boat Show, also held the same weekend.

When? The Show is held during President's Day weekend each year, and will take place Saturday through Monday, February 14-16, 2009.

Where? The Show is held on the ample, shady, three acre campus of St. Stephen's Church and Episcopal Day School, at 2750 McFarlane Road in the heart of Coconut Grove.

Who? The Show will feature approximately 150 artists from all over the United States. To ensure that the Show maintains a high quality of fine art & crafts, the artists are selected by a jury of local individuals with expertise in the arts, led by William Ritzi, Professor of Art Education at the Honors College at Florida International University (FIU).

Principal Competitors/ Concurrent Events. The Show, now in its 21st year takes place alongside the Coconut Grove Arts Festival and consistently achieves national recognition. St. Stephen's distinguishes itself from the Coconut Grove Festival by including some Fine Craft artists and by not charging admission. As a very cost effective (\$1 entrance fee per person) event in Miami Dade on busy President's Day weekend (the Boat Show is also this weekend), the St. Stephen's show should be a very attractive project for the Tourism Council. Maggie Rossi, the show's new Director, is committed to better positioning and promoting the event. 2009 will be the third year that the Show will be marketed as "Art is in the Heart" – a new brand created for the show with a pro bono contribution from Zubi Ad. With the Tourism Council's assistance, this new image will be promoted even more.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		Total Cash	=	TDC Grant Dollars	+	Cash Match	=	*In-Kind Contributions
<b>Organization's Personnel</b>								
Administrative:	Number of employees:	1		30,800		30,800		
Artistic:	Number of Artists:			0				
Technical:	Number of Employees:			0				5,000
Outside Artistic Fees:	Number of Artists:			0				
Outside Other Fees:	Number of Employees:			0				
Marketing/Publicity				18,132		10,000		8,132
Printing				6,500		5,000		1,500
Postage				570				570
In-county travel				0				
Out of County Travel				0				
Equipment Rental				3,100				3,100
Equipment Purchase				800				800
Space Rental				55,942				55,942
Insurance				0				
Utilities				600				600
Supplies/Materials				10,330				10,330
<b>Other Costs (itemize below):</b>								
Professional Musicians				10,730				10,730
Fire, Police				11,596				11,596
Honorariums and Prizes				900				900
Miscellaneous								

(44) GRANT AMOUNT REQUESTED \*\*  
(Must equal #48 on Page 8)

15,000

(45) TOTAL CASH EXPENSES  
(Must equal #49 on Page 8)

150,000

 = 15,000 + 135,000

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(Must equal #50 on Page 8)

**Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.**

33,750

(47) TOTAL PROJECT EXPENSES  
(Must equal #51 on Page 8)

183,750

 Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	Cash Income	In-Kind Value	In-Kind Source
Admissions	25,000		
Contracted Services			
Tuitions			
Corporate Support	7,725	25,750	PSA'S/NBC 6 & MAJIC 102.7
Foundation Support			
Private/Individual Support	5,000 #	5000	VOLUNTEER LABOR
Government Grants (Identify source)			
Federal			
State			
Local			
Applicant Cash on Hand			
Other Revenues (Itemize below)			
Artist booth and application fees	75,460		
Non-art income (vendors/concessions)	4,415		
Food & Beverage	17,150	3000	BEVERAGE SPONSORS
Bank Interest Income	100		
Misc. Inc.	150		
<b>(48) GRANT AMOUNT REQUESTED</b> (Must equal #44 on Page 7)	<b>15,000</b>		

**(49) TOTAL CASH REVENUES**  
(Must equal #45 on Page 7)

**150,000**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(Must equal #46 on Page 7)

**33,750**

**(51) TOTAL PROJECT REVENUES**  
(Must equal #47 on Page 7)

**183,750**

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: A-20

**ORGANIZATION:** Unconservatory, Inc., The

**GRANT REQUEST:** \$6,000

**TITLE OF EVENT:** The Unconservatory 2008-2009 Second Quarter Events

**RECOMMENDATION:** \$4,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 1 - March 31, 2009

**EVENT LOCATION:** United Methodist Church, 7900 Coral Way

**DESCRIPTION:**

Funds are requested to support concert performances and educational activities to be held in conjunction with the Gala for Two Pianos and second quarter portions of the Second Sunday Soirees. Events will be presented featuring professional concert artists from Miami and Europe. A collaboration between the Unconservatory and International Institute of Fine Arts will be presented in the highlight of the Gala for Two Pianos season.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$4,000 (07-08); \$4,000 (06-07) ;\$2,784 (05-06) {End of cycle}; \$3,500 (04-05); \$2,784 (03-04); \$2,784 (02-03); \$1,500 (00-01)

**OTHER GOVERNMENT FUNDING:**

DAN - \$15,000

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 w Miami, FL 33128  
Phone: (305) 375-5092 w Fax: (305) 375-3068  
email: ndbi@miamidade.gov

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

**The Unconservatory, Inc.**

Organization Address: **8035 S.W. 26<sup>th</sup> Street**

City: **Miami** State: **FL** Zip: **33155** Website: **www.unconservatory.org**

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: **1992**

(7) FE#: **68 - 0299977**

(8) State of Incorporation: **California**

(9) Required Pre-application Consultation: Date: Time:

(10) Name: **Kirk Whipple**  Mr.  Mrs.  Ms.  Miss  Dr.

Title: **Executive Director**

Phone (day): **(786) 303-5397 (cell)**

Email: **Pianistas2@aol.com** Fax: **(305) 266-9673** call 1st Phone (other): **(305) 266-9673**

**PROJECT INFORMATION**

(11) Project Title: **The Unconservatory ~ 2008 - 2009 Second Quarter Events**

(12) Starting and Ending Dates: **1-1-09 to 3-31-09** (13) Starting and Ending Times: **4:00 to 6:00 p.m.**

(14) Address or Location of Project: **United Methodist Church, 7900 Coral Way, Miami**

(15) Municipality in which project will take place (use codes): Primary: **# 09** Secondary: **# 15**

01 Miami	08 Opa-Locka	15 West Miami	22 Medley	29 Islandia
02 Miami Beach	09 South Miami	16 Florida City	23 North Bay Village	30 Sunny Isles Beach
03 Coral Gables	10 Homestead	17 Biscayne Park	24 Key Biscayne	31 Miami Lakes
04 Hialeah	11 Miami Shores	18 El Portal	25 Sweetwater	32 Palmetto Bay
05 Miami Springs	12 Bal Harbour	19 Golden Beach	26 Virginia Gardens	33 Miami Gardens
06 North Miami	13 Bay Harbor Island	20 Pinecrest	27 Hialeah Gardens	34 Doral
07 North Miami Beach	14 Surfside	21 Indian Creek Village	28 Aventura	99 Unincorporated

(16) Miami-Dade Commission District: **# 10** Florida State Senate District: **# 36**

Florida State House District: **# 115** U.S. Congress District: **# 18**

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audi-  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify):

(18) Expected Participation (number of individuals): Attending Total: **2,000** Performing/Participating Total: **9**

Children: **700**

Children: **0**

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. **What is the project?** **How** will it attract tourists to Miami-Dade County? **When** will it take place? How many event(s) are planned? **Where** will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? **Why is this** an attractive project for the use of Tourist Development Council funds? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

This grant will support our 2<sup>nd</sup> quarter of performance activities: the 9<sup>th</sup> annual *Gala For Two Pianos*, and 2<sup>nd</sup> quarter presentations of *Second Saturday Soirees*, now in its 5<sup>th</sup> season.

Internationally acclaimed concert artists Kirk Whipple & Marilyn Morales will return on February 14<sup>th</sup> & 15<sup>th</sup> to perform at *Gala For Two Pianos*. The duo will be joining forces with dancers from International Institute of Fine Arts, directed by Cristina Masdueño. Whipple & Morales will perform original works and arrangements from their Latin repertoire, *Danzas Para Dos Pianos (Dances for Two Pianos)* and *Latin Lovers*, accompanied by the flamenco dancers.

The fifth season of intimate concerts, *Second Saturday Soirees*, takes place every second Saturday between October and April. Featured are local professional concert artists, including Concert Pianist Pedro Iturralde, Bassist Matt Bonelli, Drummer Lou Abbott and Flamenco Dancer Cristina Masdueño. National touring artists Neil O'Neill – Scottish Troubadour and Steven King – Tenor Vocalist will also appear on this series as featured artists.

*Gala For Two Pianos* and *Second Saturday Soirees* occur primarily at our lead venue, The United Methodist Church (7900 Coral Way). One concert and class will be presented at Miami Dade College (Kendall), date T.B.A. The performance on March 14, 2009 will take place at the International Institute of Fine Arts, 7360 Coral Way.

Tickets for *Gala For Two Pianos*: \$15 general / \$10 students & seniors / \$8 groups of ten or more with advance reservation / Children aged 6 to 17 admitted free (with adults paid admission). Tickets for *Second Saturday Soirees*: \$10 general / \$8 seniors & students (w/college ID) / \$5 groups of ten or more with advance reservation. Children aged 6 to 17 admitted free (with adults paid admission).

The programs supported by this grant will be targeted to national and international tourists and the entire Miami-Dade community. Our organization is also focusing on the development of audience support near our lead venue, The United Methodist Church of Coral Way. The Unconservatory, with the help of board members and volunteers, will coordinate all logistical issues. We expect approximately 2,000 spectators to attend our second quarter events.

This project should be an especially attractive use of TDC funds. These concerts have drawn local, national and international attention from tourists to Unconservatory events. *Gala for Two Pianos* is a successful local annual project, and *Second Saturday Soirees* is receiving expanding support from our local community. The attached CD, which was recorded in conjunction with the 2007 – 2008 2<sup>nd</sup> Quarter Events, demonstrates the professional caliber of concert artists presented by The Unconservatory.

This project and others like it are critical to the cultural life of Miami-Dade County. Our programs involve people in all facets of music: creation of new works, performance, recording, education and widespread appreciation of all musical forms. By elevating cultural appreciation in our local community, we enhance Miami Dade County as a destination for cultural tourism. Our organization's growing presence is attracting increased attention nationally and internationally. We are actively marketing these and other events on our web site and via direct emails to our growing database of cultural tourists. Other marketing efforts include direct mail to concert supporters, media appearances by concert artists, trade advertising, fliers to local area residents and all other means available to our organization.

**PROJECT EXPENSE BUDGET (2008-2009)**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. NOTE: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>1,000</u>		<u>1,000</u>	<u>500</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>		<u>-</u>		<u>-</u>	<u>-</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>0</u>		<u>-</u>		<u>-</u>	<u>-</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>12</u>		<u>15,200</u>		<u>5,000</u>	<u>10,200</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>3,700</u>		<u>-</u>	<u>3,700</u>
MARKETING/PUBLICITY				<u>5,000</u>		<u>1,000</u>	<u>4,000</u>
PRINTING				<u>2,400</u>		<u>-</u>	<u>2,400</u>
POSTAGE				<u>1,000</u>		<u>-</u>	<u>1,000</u>
IN COUNTY TRAVEL				<u>800</u>		<u>-</u>	<u>800</u>
OUT OF COUNTY TRAVEL				<u>1,200</u>		<u>-</u>	<u>1,200</u>
EQUIPMENT RENTAL				<u>1,500</u>		<u>-</u>	<u>1,500</u>
EQUIPMENT PURCHASE				<u>1,000</u>		<u>-</u>	<u>1,000</u>
SPACE RENTAL				<u>2,850</u>		<u>-</u>	<u>2,850</u>
INSURANCE				<u>-</u>		<u>-</u>	<u>500</u>
UTILITIES				<u>-</u>		<u>-</u>	<u>-</u>
SUPPLIES/MATERIALS				<u>1,000</u>		<u>-</u>	<u>1,000</u>
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	Piano Tuning			<u>300</u>		<u>-</u>	<u>300</u>
	Videography			<u>1,000</u>		<u>-</u>	<u>1,000</u>
	Audio Recording			<u>2,000</u>		<u>-</u>	<u>2,000</u>
	Audio Editing			<u>1,000</u>		<u>-</u>	<u>1,000</u>

(44) GRANT AMOUNT REQUESTED\*\*  
(MUST EQUAL #48 ON PAGE 8)

**6,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**40,950** = **6,000** + **34,950**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contribution must not exceed 25% of the Total Cash Expenses.

**9,700**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 7)

**\$50,650**

Sum of #45 Cash & #46 In-kind

\*In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET (2008-2009)**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	6,400		
CONTRACTED SERVICES	2,500		
TUITIONS	-		
CORPORATE SUPPORT	3,000	500	Piano Music Center
FOUNDATION SUPPORT	5,000		
PRIVATE/INDIVIDUAL SUPPORT	8,000		
GOVERNMENT GRANTS -- (IDENTIFY SOURCE)			
FEDERAL	-		
STATE	-		
LOCAL     DAN Grant	6,000		
APPLICANT CASH ON HAND	1,550		
OTHER REVENUES (ITEMIZE BELOW):			
Program ad sales	2,500		
Administrative assistance	-	500	The Unconservatory
Artist services	-	1,900	Concert artists
Technical services	-	500	Technical Assistants
Media discounts	-	1,000	Miami Herald, WDNA, WQBA, WLRN Radio & TV
Postage	-	250	MDCPS Life Skills Dept.
Travel discounts	-	600	Out of state coordinators
Volunteer artist stipends	-	300	Out of state artists
Hotel discounts	-	1,100	Private Sponsors
Space rental / insurance	-	1,000	United Methodist Church
Printing / design discounts	-	400	Sir Speedy
Piano tuning discounts	-	150	Piano tuner
AV engineering	-	1,500	AV Engineers / Unconservatory
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>6,000</b>		
<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>40,950</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>9,700</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>*\$50,650</b>		<b>*Sum of #49 Cash &amp; #50 In-kind</b>

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: A-21

**ORGANIZATION:** United Haitian American Artists, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** 21st Annual Haitian Independence Day Gala

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 1, 2009

**EVENT LOCATION:** James L. Knight Center - 400 SE 2nd St

**DESCRIPTION:**

Funds are requested to support the production costs associated with the 21st Annual Haitian Independence Day Gala presented on January 1, 2009. The gala features numerous well known international singers, dancers and celebrity appearances.

**HOTEL CONFIRMATION:**

Hyatt Regency (Pending)

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$5,000 (07-08); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

**OTHER GOVERNMENT FUNDING:**

CG - \$10,000 (Pending)

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

United Haitian American Artists, Inc.

Organization Address: 15002 NE 12<sup>th</sup> Av

City: Miami State: FL Zip: 33161 Website: na

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1990

(7) FEI#: 87 - 0693426 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: Time:

(10) Name: Yanick Desgranges aka Farah Juste (stage name)  Mr.  Mrs.  Ms.  Miss  Dr.

Title: President Phone (day): ((305) 944- 4348 ext.

Email: [kdre1804@yahoo.com](mailto:kdre1804@yahoo.com) Fax: ( ) - Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: 21<sup>st</sup> Annual Haitian Independence Day Gala

(12) Starting and Ending Dates: 12/31/08 - 01/01/09 (13) Starting and Ending Times: 9pm to 1am

(14) Address or Location of Project: A. Archts Center for the Performing Arts, Downtown Miami

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: #    

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 36

Florida State House District: # 107 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 5,000 Performing/Participating Total: 25  
Children: 0 Children: 0

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The 2009 Annual Haitian Independence Day Gala is a musical concert (in its 21st year) with the participation of renowned artists from around the United States, Canada, and Haiti. In the past, performers have included Gina Oriole (Jazz singer), KC Koudayay (Haitian band), Bemol Telfor (Keyboard player, bandleader) Erol Christophe (soloist) Eddy François (popular local vocalist), Tines Salvant (popular vocalist), Gina Duperville (romance vocalist), Margarete Laurent (soloist), and more. The event is one of the largest and definitely the best-established celebration of Haitian independence outside of Haiti. We feature live music from numerous performers, dancing, plays and other artistic expressions. This is a very popular and well-respected show among the Haitian community and supporters of Haitian art and culture.

The target audience includes Haitians from the tri-county area as well as tourists from Haiti, New York, and Canada that are attracted the Gala. This well established and popular event draws because of its reputation and the artists that participate. This celebration also draws tourists throughout the state who travel to South Florida every year specifically for Haitian Independence Day Gala. Our annual participant goal is 5,000.

The timeline for this event is thus that it will take place on January 1, 2009, the Anniversary of Haitian Independence from French colonial rule. This single event takes place in the evening from 8 PM until 12:30 PM; however planning for the event begins many months prior.

Venue for The Independence Day Gala is the James L. Knight Center, Downtown Miami, with the headliner of the show as Farah Juste, a well-known Haitian artist and activist with a large regional and international following. In addition, a number of local and regional performance bands and artists also contribute to this prestigious show. Dr. Andre L. Pardo (aka Bob Lapierre), a decorated Haitian thespian will participate and author the show's plays and production elements. Our target audience number is 5,000, which is the Center's capacity.

The Haitian Independence Day Gala is a prestigious event in South Florida and deserves the continued support of Miami-Dade County and the Department of Cultural Affairs. This event is of high quality, very well attended and is an institution in this Miami-Dade community. The Tourist potential for this event, both Haitian and non-Haitian is high, and with proper support, can increase the media attention of the show and its benefits to the County.

Financial Assistance from the Tourism Development Council will assist the United Haitian American Artists with outside artist, marketing, and equipment, fees. These items and areas are critical components of a more attractive event and thus attracting more tourists. There are no other organizations involved, so UHAA needs crucial financial assistance from the TDC. Please be aware the the organization's budget is the same annually, there this year's budget is the same as is previous years...

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

			TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:							
ARTISTIC:	NUMBER OF ARTISTS:	1	7,000				7,000	
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	16	10,400		5,000		5,400	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	4	1,500				1,500	24,000
MARKETING/PUBLICITY			15,000		2,500		12,500	
PRINTING								
POSTAGE			300				300	
IN-COUNTY TRAVEL			5,725				5,725	
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL			35,000		2,500		32,500	
EQUIPMENT PURCHASE								
SPACE RENTAL			27,000				27,000	
INSURANCE								
UTILITIES								
SUPPLIES/MATERIALS			4,500				4,500	
OTHER COSTS (ITEMIZE BELOW):								

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

10,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

106,425

 = 

10,000

 + 

96,425

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

24,000

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 130,425

      Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

**\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)**

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	15,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	20,425	24,000	Administrative Staff
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	32,073		
GOVERNMENT GRANTS (Identify source)			CG & TDC
FEDERAL _____			
STATE _____			
LOCAL <u>Community Grants</u>	3,927		
APPLICANT CASH ON HAND	25,000		
OTHER REVENUES (Itemize below)			
_____			
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>10,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>106,425</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>24,000</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ \$130,425</b>		* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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**Agenda Item No.:** A-22

**ORGANIZATION:** Women's International Film & Arts Festival, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** 4th Annual Women's International Film & Arts Festival

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 6 - 14, 2009

**EVENT LOCATION:** Various locations

**DESCRIPTION:**

Funds are requested to support the Fourth Annual Women's International Film Festival (WIFF), a cultural event featuring over 100 films from around the world, including visual arts, panel discussions and other artistic expressions by women. The festival is held on February 6-14, 2009, at various venues throughout Miami-Dade County and is one of only two film festivals in the southeastern US specifically dedicated to women's issues.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

NBC 6 (Pending)

Mega TV

**PREVIOUS TDC FUNDING:**

\$10,000 (07-08); \$5,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

VCA - \$25,000

State of FL - \$6,599

City of Coral Gables - \$10,000 (Pending)

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_\_\_**

**QUARTER/CATEGORY**

(1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

(2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Women's International Film & Arts Festival, Inc.

Organization Address: 2911 Grand Avenue, Suite 3A

City: Miami State: FL Zip: 33133 Website: [www.womensfilmfest.com](http://www.womensfilmfest.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2005

(7) FEI#: 20 - 3774163 (8) State of Incorporation: fl

(9) Required Pre-application Consultation: Date: Oct 2 Time: 3:00

(10) Name: Yvonne McCormack-Lyons  Mr.  Mrs.  Ms.  Miss  Dr.

Title: President/Founder

Phone (day): ( 305 ) 653-9700 ext.

Email: [Yvonne@wiffoonline.org](mailto:Yvonne@wiffoonline.org) Fax: (305)653- 9705

Phone (other): ( 954 ) 471 - 8589 ext.

**PROJECT INFORMATION**

(11) Project Title: 4<sup>th</sup> Annual Women's International Film & Arts Festival

(12) Starting and Ending Dates: Feb. 27-Mar. 8, 2009 (13) Starting and Ending Times: Various

(14) Address or Location of Project: Fillmore Miami Beach, Regal Cinemas, AMC Aventura, Fontainebleau Hotel

(15) Municipality in which project will take place (use codes): Primary: # 2 Secondary: # 1

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 4 Florida State Senate District: # 35

Florida State House District: # 113 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 10,000 Performing/Participating Total: 150  
Children: 500 Children: 50

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. **What** is the project? **How** will it attract tourists to Miami-Dade County? **When** will it take place? How many event(s) are planned? **Where** will the event(s) take place? **Who** are the principal competitors, artists, etc., involved in the project? **How** will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**What:** The Women's International Film & Arts Festival (WIFF) is a unique cultural event featuring films, fashion, music and other artistic expressions by women and/or about women and women's issues. WIFF is one of only two film festivals in the Southeastern U.S. specifically dedicated to women. This is significant according to the 2008 Directors' Guild of America; women represent only 5% of filmmakers. WIFF's mission is to increase the number of women in the filmmaking industry and to produce a high-quality cultural event which enhances the opportunity for women's visions and voices and brings together women from all over the world to present a wider range of roles and identity choices for women. Under the 2009 theme Film, Fashion, Fabulous!, WIFF will celebrate women's historical entry in the film industry through fashion.

#### **How Will WIFF Attract Tourists:**

With the assistance of our hotel partner The Fontainebleau and its owner Turnberry Associates as well as the Greater Miami Convention & Visitors Bureau, our media sponsors Channel WPBT Channel 2, NBC6, WLRN-Radio, Mega TV and WMCQ 92.3 radio, WIFF is launching the international "WIFF 2009 Girlfriends Getaway" destination package for the event. The package includes movies, celebrities, fashion shows, luncheons, stylists, parties, shopping sprees, relaxing in the spa - all while staying at the Fontainebleau Hotel. The TDC funding will enable WIFF to better market this unique concept to women nationally and internationally through advertising and promotional campaigns. Our popular "WIFF Around The Globe" series highlights regions of the world through the selected films, supplemented by dance, music, food, wine and other cultural expressions serving as a bridge to understanding world cultures -creating an additional niche for destination marketing and new opportunities for economic impact. Further, because this is an international festival, filmmakers, media and the general public attend from around the world, (In 2008 filmmakers from Columbia, England, Canada, Russia, France, and throughout the U.S. attended). Save the Date cards have been distributed throughout Liverpool and London, England as well as in Toronto. More than two hundred hotel room nights have been secured at the Fontainebleau hotel.

**When & Where:** The event opens Feb. 27, 2009 at the Fillmore, Miami Beach, with a Florida premiere film starring academy award winners Anthony Brody & Rachel Weisz followed by live entertainment and/or a Q & A session conducted by NBC6's Roxanne Vargas with the film's attending celebrities, a "Meet and Greet" After Party. Following days include workshops, "Let's do Lunch" film/lecture series covering issues affecting women, a fashion show with Patricia Fields, stylist for "Sex and The City" and "The Devil Wears Prada" and cutting edge movies throughout the remaining 8 days.

**Who:** Principal participants are the films and filmmakers from around the world whose submitted works are selected for inclusion in the Festival as well as many of the feature film stars who will attend the major events. We also partner with local and international fashion designers, women's organizations and social service organizations whose missions reflect the themes of the films. These service organizations assist with coordinating special events such as luncheons and receptions. Finally other industry professionals such as distributors, programmers, actors, critics, promoters also attend the festival, some of which serve on workshop panels and our film industry marketplace. Every year A-list celebrities are invited and attend.

**How Many Events:** More than 50 films will be presented at AMC Aventura, The Fontainebleau and Regal Cinemas, an opening night gala, a fashion show, a special program at the University of Miami with Indian filmmaker Depha Metha and an awards function. Finally an awards banquet featuring the best film and wardrobe design will be held at the Fontainebleau. Tickets range from \$10 with special discounts for seniors and students to \$100 for the opening night red carpet gala.

**Partners:** Partnership events are planned with University of Miami's Gender study program, The Coconut Grove Arts Fest, Aventura Marketing Council, The Commission For Women, AI University of Art & Design & Fashion Miami. Media sponsors include MEGA TV, NBC6, WLRN, WPBT, Miami Herald and the New Times.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

			TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>	55,000				55,000	25,000
ARTISTIC:	NUMBER OF ARTISTS:	<u>1</u>	20,000				20,000	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>	58,000				58,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>2</u>	15,000		5,000		10,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>2</u>	11,000				11,000	
MARKETING/PUBLICITY			50,000		11,000		39,000	35,000
PRINTING			18,000		5,000		13,000	
POSTAGE			5,000		4,000		1,000	
IN-COUNTY TRAVEL			5,000				5,000	
OUT OF COUNTY TRAVEL			10,000				10,000	
EQUIPMENT RENTAL			3,000				3,000	
EQUIPMENT PURCHASE			2,000				2,000	
SPACE RENTAL			35,000				35,000	15,000
INSURANCE			3,000				3,000	
UTILITIES								
SUPPLIES/MATERIALS			5,000				5,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	MISCELLANEOUS EVENT EXPENSES		10,000				10,000	

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)							<b>25,000</b>	
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)			<b>305,000</b>	=	<b>25,000</b>	+	<b>280,000</b>	
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)								<b>75,000</b>
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)			<b>\$ 375,000</b>					Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	<b>60,000</b>		
CONTRACTED SERVICES			
TUITIONS	<b>5,000</b>		
CORPORATE SUPPORT	<b>55,000</b>	<b>55,000</b>	<b>MEGA TV, WPBT, BACARDI, PREMIERE WINE, NEW TIMES RED CARPET TRANS. FONTAINEBLEAU, INTEGRITY INVEST.</b>
FOUNDATION SUPPORT	<b>35,000</b>		
PRIVATE/INDIVIDUAL SUPPORT	<b>30,000</b>	<b>10,000</b>	
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____	<b>6,500</b>		
LOCAL _____	<b>45,000</b>		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Elected Officials	<b>17,500</b>		
City of Miami	<b>6,000</b>		
Vendors	<b>15,000</b>		
Opening Night Venue		<b>10,000</b>	<b>FILLMORE/FONTAINEBLEAU</b>
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7) **300,000**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) **75,000**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) **\$ 375,000**

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: B-1

ORGANIZATION: Acting for All, Inc.

GRANT REQUEST: \$15,000.

TITLE OF EVENT: 1st Annual "Best of" Arts & Mind Arts Show

RECOMMENDATION: \$3,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: February 14 - 16, 2009

EVENT LOCATION: 3138 Commodore Plaza, on street

DESCRIPTION:

Funds are requested to support the marketing and public relations for the "Latin America Arts & Mind Fair," a street fair on the weekend of President's Day weekend, February 14-16, 2009. The fair will showcase 80 local Latin American artists and students in Coconut Grove.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

N/A

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_\_\_**

**QUARTER/CATEGORY**

(1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

(2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Acting For All, Inc.

3138 Commodore Plaza, Suite 102

Miami FL 33133 Website: [www.aandm.net](http://www.aandm.net)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2002

(7) FEI#: 16 - 1621916 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: Time:

(10) Name: Manuel Alonso Poch X Mr.  Mrs. Ms.  Miss  Dr.

Title: Founder Phone (day): (305) 448-4053 ext.

[map@malonsopoch.com](mailto:map@malonsopoch.com) Fax: (305) 448 - 1370 Phone (other): ext.

**PROJECT INFORMATION**

(11) Project Title: 1<sup>st</sup> Annual "Best of" Arts & Minds Art Show

(12) Starting and Ending Dates: Feb. 14, 15, 2009 (13) Starting and Ending Times: 11 a.m. to 9 p.m.

(14) Address or Location of Project: 3138 Commodore Plaza, the entire street

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # N/A

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 07 Florida State Senate District: # 035

Florida State House District: # 113 U.S. Congress District: # 018

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 5,000 Performing/Participating Total: 80  
Children: Children:

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The project is a free first time street fair of 80 local young and emerging artists and students, to showcase this growing talent so unique to Miami-Dade County. Commodore Plaza in the Coconut Grove area has long been known as a popular tourist destination for its art galleries, international restaurants, and boutiques. This tree lined block is strategically located close to the locations of the Coconut Grove Arts Festival and the St. Stephen's Arts & Craft Shows. The unique focus of the event will compliment the other shows and expose tourists to the community's burgeoning young talent.

Closing off each end of the street will allow for 80 tents for artists to exhibit and sell their work to an anticipated 5,000 spectators. The artist booths will be placed in the center of the street, facing the merchants in two rows running from each end of the block. Visitors to the fair will be able to stroll between the artists and the assortment of shops and outdoor cafes. This layout will introduced the public to the Renaissance taking place in new restaurants on Commodore Plaza. All food and beverage will be provided directly from the local merchants. Student performing artists will provide choral and instrumental entertainment. The event will enhance the weekend of art in Coconut Grove on February 14 and 15 2009 that so many tourists and visitors look forward to each year.

This project is intended to showcase local professional and student art work. A call to artists will be sent out and juried by a committee comprised of the Head of the Visual Arts Department at the Academy of Arts & Minds Center on Commodore Plaza and three professional artists. Applicants will submit three slides of their work with the application. Every effort will be made to insure the highest quality and diversity in media and technique.

High school students from the Academy of Arts & Mind Center will also participate in the fair. Students from other Miami-Dade County public schools will also be invited to participate. The student artists will not be charged a fee for their shared booth. Each art student will be on hand to meet and greet the public and experience the personal reward and satisfaction of exhibiting and selling their work. The student artwork will all be contained in a larger tent clearly identified, with 50% of sales to the artist and 50% to the school's art department. The selection process will be conducted by the Head of the Visual Arts Department. Students will also volunteer at an information booth, handing out programs, answering questions, and conducting surveys.

The fair's production will rely on City of Miami services that include the following Departments: Police, Solid Waste, and Parks & Recreation. A very active parent association will also participate in the promotion and logistics of the event. The Coconut Grove Chamber of Commerce and the Coconut Grove Business Improvement Committee will also assist in promoting the event to the larger community and to Tourists. Planning and implementation will be coordinated by the Founder of the Academy of the Arts & Mind Center, Manuel Alonso Poch. The fair's committee will include founding partner Lili Renteria, William Machado, Principal of the school and Mary Abreu, Head of the school's Visual Arts Department.

The TDC funding will allow this committee of professionals to market and promote the event through email, radio PSA's, press releases and advertising. Materials both print and electronic made possible by these funds will be distributed to area hotels, restaurants and merchants. The Miami-Dade Cultural Affairs logo and affiliation will enhance the success in reaching the expected 5,000 tourists and visitors about the emerging art that is so much a part of Miami-Dade County's culture and heritage.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

			TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>	<u>6,800</u>				<u>6,800</u>	
ARTISTIC:	NUMBER OF ARTISTS:	<u>3</u>	<u>3,000</u>				<u>3,000</u>	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>2</u>	<u>1,100</u>				<u>1,100</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>0</u>						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY			<u>15,000</u>		<u>13,500</u>		<u>1,500</u>	<u>15,000</u>
PRINTING			<u>3,500</u>		<u>1,500</u>		<u>2000</u>	
POSTAGE			<u>500</u>				<u>500</u>	
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL			<u>12,450</u>				<u>12,450</u>	
EQUIPMENT PURCHASE								
SPACE RENTAL								
INSURANCE			<u>1,000</u>				<u>1000</u>	
UTILITIES			<u>550</u>				<u>550</u>	
SUPPLIES/MATERIALS			<u>400</u>				<u>400</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	PERMITS & FEES		<u>22,500</u>				<u>22,500</u>	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8) 15,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8) 60,000 = 15,000 + 45,000

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8) 15,000

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8) \$75,000 Sum of #45 Cash & #46 In-kind

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS			
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	5,000	10,000	UNIVISION RADIO
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		5,000	PARENT & ADMINISTRATIVE VOLUNTEER LABOR
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Booth fees charged to 80 participating artists @ \$500 each	40,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>60,000</b>	
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>15,000</b>
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$75,000</b>	* Sum of #49 Cash & #50 In-kind

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	<b>Agenda Item No.:</b>	<b>B-2</b>
<b><u>ORGANIZATION:</u></b> Back Bone Cultural Group, Inc.	<b><u>GRANT REQUEST:</u></b>	\$5,000
<b><u>TITLE OF EVENT:</u></b> Ghana Art & Culture for Black History Month	<b><u>RECOMMENDATION:</u></b>	\$2,300

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**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 26-28, 2009

**EVENT LOCATION:** Lou Rawls Center, Florida Memorial University

**DESCRIPTION:**

Funds are requested to support Ghana Art & Culture celebration for Black History Month on February 26-28, 2009. The celebration features traditional drumming and dancers, as well as the hosting of ceremonies with a royal entourage, including the Dr. Kpobi Tettey-Tsuru III, the King of Ghana.

**HOTEL CONFIRMATION:**

El Palacio Hotel

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

MDC Mayor's Discretionary Fund - \$3,000 (Pending)

District 1 Funds - \$3,000 (Pending)

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
 FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
 COUNCIL GRANTS PROGRAM

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):  
 Back Bone Cultural Group Inc.

Organization Address: 19741 NW 12<sup>th</sup> Ave.  
 City: Miami State: FL Zip: 33169 Website:  
 (4) Applicant Institution Type:  Cultural  Non-Cultural  
 (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2008  
 (7) FEI#: 42 - 176 4413 (8) State of Incorporation:  
 (9) Required Pre-application Consultation: Date: Oct. Time: 3:00-5:00 P.M  
 (10) Name: Vivian A. Coleman  Mr.  Mrs.  Ms.  Miss  Dr.  
 Title: CEO Phone (day): (786) 975-9783 ext.  
 Email: [jonasclmn@aol.com](mailto:jonasclmn@aol.com) Fax: ( ) - Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: Ghana Art & Culture for Black History Month  
 (12) Starting and Ending Dates: Feb. 26,27,28'09 (13) Starting and Ending Times: 12:noon – 8:00 PM  
 (14) Address or Location of Project: Florida Memorial University, Opa-Locker Miami  
 (15) Municipality in which project will take place (use codes): Primary: # 08 Secondary: # 33

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 1 Florida State Senate District: # 33  
 Florida State House District: # 103 U.S. Congress District: # 17  
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 2,000 Performing/Participating Total: 1:24  
 Children: Children:

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**What:** The project consists of three-day presentation with a Master of Ceremonies and narrator who will incorporate both educational, (the history, traditions and cultural expressions) of Ghana and entertain spectators. Entertainment consists of diverse rhythms, drumming and dancers in native costumes as well as sharing of native foods specialties. Special guests including the King of Ghana, and local individuals who made a difference in Miami-Dade will participate in the celebration.

The King's entourage will educate and entertain their bothers and sisters in the united States and tourists visiting Miami by performing some ceremonies that dramatize the installation of the King.

**How:** The project will attract tourists to Miami Dade County because of the unique presentations, drumming and dances from different regions in Africa as well as the publicity attracted by special Performers and personalities from Africa will travel to Miami Dade for the event. Outreach to Flyers will be distributed to persons in the travel and tourist business, and advertisement will be sent to local newspapers, and radio announcements in English, Spanish, and Creole. In their Calendar of events, special web sites and links to Florida Memorial College and self-enrichment institutions with large web links to universities in the South America, Central America and Africa such as UniCaribe of Florida I Opa-Locka, and Miami Dade college will attract educators and students enrolled in cultural programs and restaurants certification program. Restaurants and eateries serving authentic African cuisine in Miami-Dade County will display posters and hold cooking classes leading to the event and during the event.

**Where:** The events will take place at Lou Rawls Center for performing Arts at Florida Memorial University, 15800 NW 42<sup>nd</sup> Ave, Miami Gardens, Florida 33034. Dates of presentation are on February 26, 27, 28, from 12:00 noon to 8:00 PM.

The principal attractions are Nii Dr. Kpobi Tettey-Tsuru III, the King of "LA," a suburb I n Accra, (West Africa) and his entourage. There are approximately 24 performers who are dancers and drummers from Africa and local trained in the artistic expressions of dance and African drums, (see list of bios). Naa Shika Special Inc. will prepare typical dishes for the events.

TDC funding will allow us to prepare more colorful flyers, brochures, events schedules, and comply with required events insurance. Special guests and artists visiting Miami-Dade will appreciate the ability to ride in buses. The ease of transporting guests that are tourists as well as visiting performers will make the event more attractive to tourists. The performances are outside the traditional tourist area.

Other organizations involved in the project are Retha S. Boone, Office of Community Advocacy, Black Affairs Advisory Board, Nova University, Evangel Church International, Africa Reconnects, a 501c3 non-profit dedicated to discovery and tracing our African roots, the Greater Miami Convention and visitors Bureau, UniCaribe of Florida, Naa Shika Special Inc. a for profit minority S corporation established in Florida and dedicated to preserving health by using natural ingredients and preserving cultural traditions of West Africa cuisine and Florida Memorial University that hosted the first presentation of West African traditions. Naa Shika Special Inc. made the presentations in February 2008 during Black history Month celebrations. Vivian A. Coleman, the founder of Naa Shika is also the founder of Back Bone Cultural Group Inc.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: 5	4,200				4,200	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: 10	5,000		0		5,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: 1	1,000				1,000	
MARKETING/PUBLICITY		1,000		500		500	7,125
PRINTING		1,000		500		500	625
POSTAGE		1,000				1,000	
IN-COUNTY TRAVEL		2,000		2,000			
OUT OF COUNTY TRAVEL		4,500				4,500	
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL		1,500		1,000		500	
INSURANCE		1,000		1,000			
UTILITIES							
SUPPLIES/MATERIALS							
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	VISAS FOR ARTISTS	1,500				1,500	
	HOSPITALITY COST	4,000				4,000	
	VIDEO AND HPOTOGRAPHS OF EVENTS	3,300				3,300	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**5,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**31,000** = **5,000** + **26,000**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**7,750**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 38,750** Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	5,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	13,200	7,750	EVANGEL CHURCH INTERNATIONAL
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND	7,500		
OTHER REVENUES (Itemize below)			
Sale of DVD	300		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>5,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**31,000**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**7,750**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 38,750**

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

Agenda Item No.: B-3

ORGANIZATION: Gold Coast Railroad Museum, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Day Out With Thomas 2009

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: March 7, 2009 - March 15, 2009

EVENT LOCATION: 12450 SW 152nd Street, Miami

DESCRIPTION:

Funds are requested to support the "Day Out With Thomas 2009," an event hosted by the Gold Coast Railroad Museum on March 7-15, 2009. The event is family-focused targeting families and children. The event is part of a national tour of Thomas and is the major event for the museum.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

CBS 4

My33

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_**

**QUARTER/CATEGORY**

(1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

(2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Gold Coast Railroad Museum, Inc.

Organization Address: 12450 SW 152<sup>nd</sup> St.

City: Miami State: FL Zip: 33177 Website: [www.GCRM.org](http://www.GCRM.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1957

(7) FEI#: 59 - 6136069 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10-2-2008 Time: 3:00pm

(10) Name: Rick Olsen  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director Phone (day): (305) 253 - 6240 ext.

Email: [rick.olsen@gcrm.org](mailto:rick.olsen@gcrm.org) Fax: (305) 233 - 4641 Phone (other): (786) 217 - 8780 ext.

**PROJECT INFORMATION**

(11) Project Title: Day Out With Thomas 2009

(12) Starting and Ending Dates: March 7 – March 15 (13) Starting and Ending Times: 8:00am – 6:00pm

(14) Address or Location of Project: 12450 SW 152<sup>nd</sup> Street, Miami

(15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: # \_\_\_

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 9 Florida State Senate District: # 36

Florida State House District: # 114 U.S. Congress District: # 21

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 16,000 Performing/Participating Total: 91  
Children: 10,000 Children: \_\_\_\_\_

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The Gold Coast Railroad Museum is located in South Miami-Dade County directly adjacent to the Miami MetroZoo. Each year the Museum hosts a visit from the classic storybook character Thomas the Tank Engine. During this visit a full-size railroad locomotive "Thomas" is brought to the Museum and he takes his place at the front of the train. On March 7-8 and 14-15, 2009 the Gold Coast Railroad Museum will once again offer visitors the opportunity to see Thomas and ride onboard the train that he pulls. Tickets for admission to the event are \$18, though there are many promotional prices being offered, some as low as \$15 per person. During their visit guests not only take a train ride with Thomas, but are treated to various activities, musical and comedic entertainers, play areas, and bouncy houses.

This year's entertainers will include a resident of the county, Mathew Sabatella, performing popular railroad and children's songs, a magician/entertainer, Michael Rosman, who is a graduate of the Ringling Brothers Clown College and a juggler/comedian who has been featured on the Tonight show. These two entertainers are returning acts from last year's event. They received spectacular reviews and such numerous requests to have them return, they were quickly booked to come back for the 2009 event. The Museum is currently in negotiations with several other entertainers, locally and nationally, to add even more value to the event.

March 2009 will be the fifth year that this event place in Miami. Over the span of the event more than 75,000 people have visited during the Day Out With Thomas event. On average 58% of visitors come from within the county, 39% from outside the county, 2% from outside the state, and 1% from international points of origin. In the past this event was also conducted (by another Museum) near Mt. Dora, Fl. This year they have opted not to conduct the event thus making this the only chance for Floridians to visit Thomas. Past surveys have indicated that visitors were not averse to traveling over 100 miles in order to attend and as the next closest Day Out With Thomas event will be in Northern Alabama, it is anticipated that the Miami event will be able to draw from all over the state.

With nearly 42,000 visitors traveling to The Gold Coast Railroad Museum from outside of the County, it is estimated that nearly one-fourth of those attendees opted to stay at a lodging facility rather than drive back to their homes the same day. In addition to rooms booked by visitors, the Museum purchases more than 50 room nights in order to provide housing for various entertainers and others associated with the event. The Museum is currently in negation with both the Holiday Inn Express & Suites and the Quality Inn & Suites, both located in Kendall, to provide room blocks for visitors.

The advertising for the event will cover a variety of mediums. Most every aspect of the marketing will be conducted by Mojo Media Miami, the Museum's PR/Marketing firm. They have negotiated placement in publications such as South Florida Parenting and Miami Family Magazine, the Miami Herald and Sun-Sentinel, promotional ticket give-aways on the majority of radio stations, TV advertising, website listings, and a placement on Google. The television stations CBS4 and My33 have committed to covering the event, and negotiations are ongoing with the local NBC affiliate.

The Gold Coast Railroad Museum strives to produce the highest quality event possible while maintaining a realistic budget. As the Day Out With Thomas event serves as the Museum's major source of income each year it is imperative that the budget allow for adequate return on the investment. TDC funding will allow for money which would be allocated to certain expenses to be redirected to activities which will enhance the quality of the visitor's experience or to increase the amount of advertising which, in turn, will increase the number of tourists to travel to the event.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>4</u>	11,240				11,240	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>77</u>	2176				2176	22,656
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>4</u>	10,000		7000		3000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>10</u>	9700				9700	
MARKETING/PUBLICITY		26,100		15,000		11,100	
PRINTING		2400				2400	
POSTAGE							
IN-COUNTY TRAVEL		1900				1900	
OUT OF COUNTY TRAVEL		2700				2700	
EQUIPMENT RENTAL		22,750		1500		21,250	
EQUIPMENT PURCHASE		2500				2500	
SPACE RENTAL							
INSURANCE							
UTILITIES		900				900	
SUPPLIES/MATERIALS		2050		1500		550	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	REQUIRED THOMAS BRAND MERCHANDISE	75,000				75,000	
	HIT ENTERTAINMENT ROYALTIES	90,000				90,000	
	RAILCAR MAINTENANCE	1000				1000	
	LOCOMOTIVE FUEL	8000				8000	
	LODGING	9000				9000	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**25,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**277,416**

=

**25,000**

+

**252,416**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**22,656**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**300,072**

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

Division A - Total Project Budget of \$50,000 or less may request up to \$5,000

Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000

Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	210,000		
CONTRACTED SERVICES	10,000		
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
2 Foot Gauge Train rides	12,000		
Merchandise Sales	100,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>277,416</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>22,656</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 300,072</b>		<b>* Sum of #49 Cash &amp; #50 In-kind</b>

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: B-4

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**ORGANIZATION:** Miami City Ballet, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** Miami City Ballet's Manhattan Debut at New York City Center

**RECOMMENDATION:** \$15,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 21 - 25, 2009

**EVENT LOCATION:** New York City Center, NY City, NY

**DESCRIPTION:**

Funds are requested to support Miami City Ballet's tour to New York City Center during January 21-25, 2009. The tour is the first time the company performs in Manhattan at the theater where the Founding Artistic Director, Edward Villella, began his career with the New York City Ballet. The event showcases the level of cultural excellence present in Miami-Dade County before a large audience and important audience in a major metropolitan city and media market.

**HOTEL CONFIRMATION:**

None

**OUTSIDE MEDIA:**

None

**PREVIOUS TDC FUNDING:**

\$13,500 (98-99); \$15,000 (97-98)

**OTHER GOVERNMENT FUNDING:**

NEA - \$30,000 (Pending)

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
 FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
 COUNCIL GRANTS PROGRAM

TDC/09-\_\_\_

**QUARTER/CATEGORY**

(1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

(2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Miami City Ballet, Inc.

Organization Address: Ophelia & Juan Js. Roca Center, 2200 Liberty Avenue

City: Miami Beach State: FL Zip: 33139 Website: [www.miamicityballet.org](http://www.miamicityballet.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1985

(7) FEI#: 59 - 2578534 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 9/25/08 Time: 11:00 a.m.

(10) Name: Viena Howe  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Foundation & Government Relations Manager Phone (day): (305) 929 - 7000 ext. 1414

Email: [Viena@miamicityballet.org](mailto:Viena@miamicityballet.org) Fax: (305) 929 - 7002 Phone (other): (305) 929 - 7000 ext. 1405

**PROJECT INFORMATION**

(11) Project Title: Miami City Ballet's Manhattan Debut at New York City Center

(12) Starting and Ending Dates: Jan. 21-25, 2009 (13) Starting and Ending Times: approx. 2:00-4:00, 3-5, 8-10

(14) Address or Location of Project: New York City, NY

(15) Municipality in which project will take place (use codes): Primary: # N/A Secondary: # N/A

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 35

Florida State House District: # 107 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
 (check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 10,000 Performing/Participating Total: 57  
 Children: 1% Children: N/A

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
 (check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

**USE THIS SPACE ONLY**

### **Project**

In January 2009, Miami City Ballet (MCB) will make its Manhattan debut at New York City Center – a historic occasion for Founding Artistic Director Edward Villella and the Ballet. A former principal dancer at New York City Ballet under George Balanchine, Villella began his career performing at City Center. Many of the Balanchine roles MCB performs were created on Villella, who has received numerous distinctions, including: the National Medal of Arts, a Kennedy Center Honor, and inductions into the Florida Artists Hall of Fame and the Hall of Fame at the National Museum of Dance.

Over the years, City Center has urged Villella to present MCB at the venue; however, the magnitude of the financial commitment was a challenge, and Villella also wanted his Company to be artistically ready for such a moment. Now approaching its 25<sup>th</sup> anniversary, MCB is prepared to make a visit to City Center a successful reality.

### **Tourism**

As one of the nation's leading ballet companies, MCB represents the cultural excellence of Miami-Dade County. The Ballet has performed in the county since its inception and offers four repertory programs, *George Balanchine's The Nutcracker*<sup>TM</sup>, family programming, an in-house series, classes at MCB School, and outreach efforts. Critics across the country have taken note of MCB. The New York Times' chief dance critic attended a Miami performance in October 2007. "Watching, you wish that the *Jewels* dancers from [New York] City Ballet and the Kirov could go to Miami for coaching." Bringing the Company to an artistic hub and major market like New York City places the spotlight on Miami. The week of performances and events is expected to generate much attention locally and nationally.

### **Performance Details – New York City Center (MCB Dancers; tickets – \$25-\$110)**

**Program A** (Jan. 21, 23, 24 – three performances): *Symphony in Three Movements* (Stravinsky/Balanchine) · *La Valse* (Ravel/Balanchine) · *In The Upper Room* (Glass/Tharp)

**Program B** (Jan. 22, 24, 25 – three performances): *Square Dance* (Vivaldi, Corelli/Balanchine) · "Rubies" (Stravinsky/Balanchine) · *Symphony in C* (Bizet/Balanchine)

### **TDC Impact on Project's Tourism Attractiveness**

This March, The Miami Herald described MCB as contributing to a "cultural blossoming" in Miami. Miami-Dade County's support will indicate to New York City and the dance community that it believes in the strength of the Company and its product. It will strengthen and enhance the foundation of the project.

### **Other Organizations Involved – N/A**

### **Strategies/Timeline**

MCB began rehearsals for the tour in August 2008. The production crew will arrive in New York on Jan. 19 and the dancers on Jan. 20. Fundraising events (receptions/luncheon/gala) will take place at various locations (theater/Colony Club/Le Parker Meridien Hotel) from Jan. 21-24. The Company will return on Jan. 25. City Center is also committed to the promotion of these performances.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>11</u>	80,483				80,483	
ARTISTIC:	NUMBER OF ARTISTS: <u>57</u>	191,373				191,373	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>10</u>	37,928				37,928	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>56</u>	287,000				287,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>32</u>	152,500				152,500	
MARKETING/PUBLICITY		200,000		25,000		175,000	
PRINTING							
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL		120,315				120,315	
EQUIPMENT RENTAL		2,000				2,000	
EQUIPMENT PURCHASE		7,100				7,100	
SPACE RENTAL		150,000				150,000	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS							
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	CONSULTANT	50,000				50,000	
	TRUCKING	31,500				31,500	
	ROYALTIES	14,451				14,451	
	MISC	950				950	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

25,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

1,325,600

 = 25,000 + 1,300,600

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

-

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 1,325,600

 Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	550,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	500,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>NEA</u>	40,000		
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	210,600		
OTHER REVENUES (Itemize below)			
_____			
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**1,325,600**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**-**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 1,325,600**

\* Sum of #49 Cash & #50 In-kind

Agenda Item No.: C-1

**ORGANIZATION:** Classical Review, Inc., The

**GRANT REQUEST:** \$5,000

**TITLE OF EVENT:** South Florida Classical Review.com

**RECOMMENDATION:** \$3,500

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** For Profit

**DATE(S) OF EVENT:** January 1, 2009 - March 31, 2009

**EVENT LOCATION:**

**DESCRIPTION:**

Funds are requested to support the launch of a new cultural website that will service the South Florida classical music community. Due to recent cuts by local newspapers, Miami-Dade County's vibrant classical cultural scene has limited print coverage. The launch of the South Florida Classical Review on the web serves to fill this void and promote the destination as a place for classical music lovers and provide audiences with timely reviews, profiles and events.

**HOTEL CONFIRMATION:**

Mondrian Hotel South Beach (Pending)

**OUTSIDE MEDIA:**

Classical South Florida - FM 89.7

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

N/A

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

TDC/09-\_\_

QUARTER/CATEGORY

(1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

(2) Please check one:  Sports  Special Events/Promotions  Television

ORGANIZATION AND CONTACT INFORMATION

(3) Organization Name (exactly as it appears on Articles of Incorporation):

The Classical Review, Inc.

Organization Address: 555 NE 34th Street, Apt 2203

City: Miami State: FL Zip: 33139 Website: [southfloridaclassicalreview.com](http://southfloridaclassicalreview.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2008

(7) FEI#: 26 - 3261516 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: Time:

(10) Name: Lawrence Johnson  Mr.  Mrs.  Ms.  Miss  Dr.

Title: President Phone (day): (305) 576 - 8370 ext.

Email: [theclassicalreview@gmail.com](mailto:theclassicalreview@gmail.com) Fax: ( ) - Phone (other): ( ) - ext.

PROJECT INFORMATION

(11) Project Title: South Florida Classical Review.com

(12) Starting and Ending Dates: 1/1/2009-3/31/2009 (13) Starting and Ending Times:

(14) Address or Location of Project: [www.southfloridaclassicalreview.com](http://www.southfloridaclassicalreview.com) (World Wide Web)

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: #     

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 3 Florida State Senate District: # 35

Florida State House District: # 109 U.S. Congress District: # 20

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: Performing/Participating Total:

Children: Children:

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**What:** The proposed project is the launch and marketing of a unique website: southfloridaclassical-review.com ("the Website").

**How:** The Website will attract tourists to Miami-Dade County by serving as *the* source of record for in-depth information about classical music events/attractions countywide. By strategically linking with other tourist-driven sites, such as the GMCVB, the website will be an information source for anyone wishing to travel to Miami-Dade and experience world-class cultural events.

**When:** Currently under development, the site will be launched in October of 2008 and be operating at full-potential just in time for the height of S. Florida's cultural season - January through March 2009. The site will preview and cover dozens of events this quarter, and be available worldwide 24/7 - 365 days a year.

**Where:** The Website is produced locally and will be accessible globally.

**Who:** The Website's founder is Lawrence A. Johnson, former classical music critic/writer for the Miami Herald and South Florida Sun-Sentinel. Guest writers will also contribute reviews and commentary. Just about every classical music arts organization across the region will be featured on the site. Adding significantly to the artistic content will be exclusive interviews with many of the classical superstars visiting S. Florida during the arts season.

**TDC Funding:** Funding from the TDC program will enable the website to firmly establish itself during its inaugural season. Until the website has been sufficiently marketed to regular sponsors and advertisers, it will rely on the support of the community, individuals, key corporate partners and grants to sustain its activities.

**Other Organizations:** All classical music organizations across the region will be invited to advertise their events on the site. Efforts will be made to cover as many events as possible while maintaining the highest level of critical journalism. Miami-Dade County is home to upwards of 50 classical music organizations that now more than ever need enlightened representation in the media. Additionally, the Website has established syndication agreements with the Miami Herald and the S. Florida Sun-Sentinel to pick up reviews and articles from the website. The Website is also negotiating arrangements with the radio station *Classical South Florida*, in an effort to make the Website a classical resource for local, national and international communities.

**Strategies and Timeline:** The Website was initially launched as a "blog" from June to October 2008. Now in its current website format, South Florida Classical Review is poised to become the classical source of record and gathering place for all organizations, musicians, audiences and culturally minded visitors to Miami-Dade County. The Website seeks to partner with the many classical music organizations in S. Florida by providing a new advertising vehicle for classical music advertisers. With currently over 5,000 website hits per month (and growing) the South Florida Classical Review is fast becoming a great resource for the arts.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS	
<b>ORGANIZATION'S PERSONNEL</b>								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>2,000</u>		<u>0</u>	<u>2,000</u>	<u>1,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>1</u>		<u>4,000</u>		<u>2,000</u>	<u>2,000</u>	<u>4,000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>10,000</u>		<u>2,000</u>	<u>8,000</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>4</u>		<u>4,000</u>		<u>0</u>	<u>4,000</u>	<u>0</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>450</u>		<u>0</u>	<u>450</u>	<u>0</u>
MARKETING/PUBLICITY				<u>4,000</u>		<u>1,000</u>	<u>3,000</u>	<u>2,000</u>
PRINTING				<u>2,000</u>		<u>0</u>	<u>2,000</u>	<u>0</u>
POSTAGE				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
IN-COUNTY TRAVEL				<u>2,000</u>		<u>0</u>	<u>2,000</u>	<u>1,000</u>
OUT OF COUNTY TRAVEL				<u>2,000</u>		<u>0</u>	<u>2,000</u>	<u>0</u>
EQUIPMENT RENTAL				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
SPACE RENTAL				<u>2,000</u>		<u>0</u>	<u>2,000</u>	<u>0</u>
INSURANCE				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
UTILITIES				<u>250</u>		<u>0</u>	<u>250</u>	<u>0</u>
SUPPLIES/MATERIALS				<u>150</u>		<u>0</u>	<u>150</u>	<u>0</u>
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	WEBHOSTING			<u>150</u>		<u>0</u>	<u>150</u>	<u>0</u>

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**5,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**33,000** = **5,000** + **28,000**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**8,000**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 41,000**      Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	0	0	0
CONTRACTED SERVICES	20,000	0	0
TUITIONS	0	0	0
CORPORATE SUPPORT	3,000	3,000	CLASSICAL SOUTH FLORIDA HOTEL
FOUNDATION SUPPORT	0	0	0
PRIVATE/INDIVIDUAL SUPPORT	5,000	5,000	CONTENT CONTRIBUTIONS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
_____			
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>5,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7) 33,000

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) 8,000

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) \$ 41,000

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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	Agenda Item No.:	D-1
<b><u>ORGANIZATION:</u></b> Center for the Advancement of Jewish Education, Inc.	<b><u>GRANT REQUEST:</u></b>	\$10,000
<b><u>TITLE OF EVENT:</u></b> 12th Annual Miami Jewish Film Festival	<b><u>RECOMMENDATION:</u></b>	\$6,000

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**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 24, 2009 - February 1, 2009

**EVENT LOCATION:** Sunrise IntraCoastal Cinema, Regal Cinemas SoBe, Cosford Cinemas @ UM

**DESCRIPTION:**

Funds are requested to support the 12th Annual Miami Jewish Film Festival, which features award-winning and artistically innovative films from around the globe. The festival is held in various locations throughout Miami-Dade County on January 24 through February 1, 2009, and feature a collaboration with the New York Sephardic Jewish Festival.

**HOTEL CONFIRMATION:**

Sonesta Hotel Coconut Grove

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$5,000 (07-08) End of cycle; \$6,000 (06-07); \$5,000 (05-06); \$5,400 (04-05); \$6,000 (03-04); (\$4,000 (02-03) - End of Cycle); \$5,000 (01-02); \$2,800 (00-01); \$3,150 (99-00); \$3,500 (98-99)

**OTHER GOVERNMENT FUNDING:**

Miami Beach CAC - \$18,301

Coral Gables - \$10,000 (pending)

CG - \$10,000 (pending)

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
Center for the Advancement of Jewish Education  
Organization Address: 4200 Biscayne Boulevard, 1<sup>st</sup> Floor  
City: Miami State: FL Zip: 33137 Website: [www.caje-miami.org](http://www.caje-miami.org)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1944
- (7) FEI#: 59 - 0624373
- (9) Required Pre-application Consultation: Date: Time: phone
- (10) Name: Roberta Shevin  Mr.  Mrs.  Ms.  Miss  Dr.  
Title: Director of Development & Administration Phone (day): (305) 576 - 4030 ext. 123  
Email: [robertashevin@caje-miami.org](mailto:robertashevin@caje-miami.org) Fax: (305) 576 - 0307 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

- (11) Project Title: 12<sup>th</sup> Annual Miami Jewish Film Festival
- (12) Starting and Ending Dates: 1/24/2009 - 2/1/2009 (13) Starting and Ending Times: film times vary each day
- (14) Address or Location of Project: Regal So Beach Cinema, Cosford Cinema at U of Miami and Sunrise Intracoastal Cinema
- (15) Municipality in which project will take place (use codes): Primary: # 2 Secondary: # 03,07
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 3 Florida State Senate District: # 35  
Florida State House District: # 109 U.S. Congress District: # 17  
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): Jewish
- (18) Expected Participation (# of individuals): Attending Total: 7,500 Performing/Participating Total: 20  
Children: 250 Children: 10
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

**What:** The 12<sup>th</sup> Annual Miami Jewish Film Festival (MJFF) will present nine days of award winning independent films. In all, over 27 countries have been represented at the Festival. Film highlights have included the screening of the 2007 Oscar® winner for Best Short Feature "West Bank Story" as well as screenings prior to theatrical distribution of "The Pianist" "No Where in Africa" "The Rape of Europa" and more. In 2008 both our opening night and closing night films were their country's entries for the Academy Award for Best Foreign Film. Many other films have received national attention after playing the Miami Jewish Film Festival. This festival is held in high regard by other Jewish Film Festivals as well by distributors and filmmakers worldwide. Programming such as discussions with filmmakers, actors and scholars adds context to the films. In addition a "Read more" book list is published with special selections for each film topic in conjunction with Books & Books; and a compendium of educational materials are distributed at each film to enhance the film experience. Still another feature of the MJFF is our annual Young Filmmakers Institute which presents films made by our local teens at a free public screening. This year, our films include many well known actors, and we have invited **Lanie Kazan** and **William Macy** to attend the screenings of their films.

**How?** Film is a particularly important tourist offering due to its broad appeal and as an affordable entertainment. Our theaters are easily accessible from hotels on Miami Beach, Coconut Grove, Coral Gables, Sunny Isles, and other highly popular tourist areas. It is important because MJFF provides foreign language films, as well as international filmmakers, a gift to our European, French Canadian and Latin visitors. In advance of the festival, emails have arrived from as far away as Germany asking for the festival dates. Close working relationships with foreign Consulates, and cultural organizations, help the festival attract visitors. What's more, Snowbirds, especially from the Northeast, as well as Canadians attend the festival in droves. Many of them are on fixed budgets, and appreciate hard-to-find Jewish cultural offerings at affordable prices. We have already received a call from a patron in Chicago because she wants to plan her trip to Miami to include our festival dates.

**When/Where:** MJFF takes place January 24 - February 1, 2009. It is held in three locations: Cosford Cinema at University of Miami in Coral Gables, Regal Cinema on Miami Beach and Sunrise Cinemas at Intracoastal Mall, North Miami Beach. Opening Night will be at the Sunrise Intracoastal Theater. We will collaborate with the New York Sephardic Film Festival to show films there on Sunday evening. The festival will be expanding by adding 8 additional screenings at our Lincoln Road location, where we hope to increase the percentage of tourists who attend the festival.

**Why:** MJFF adds to the cultural Miami-Dade palette with many films that are Miami premieres, not seen in commercial venues. The Festival helps grow our image as a mature cultural arts community. The Festival places Miami-Dade squarely in the group of culturally significant cities such as New York, Toronto, and San Francisco, all of which host a Jewish Film Festival. Festival Week with its concentrations of premieres, celebrities and activities, highlights our community's attractive diversity to tourists. As always the Festival will work closely with Greater Miami Visitor and Convention Bureau, Miami-Dade School System, Ziff Museum, , as well as with other civic, cultural and charitable organizations and the Argentinean, Brazilian, Chilean, French, German and Israeli Consulates. We will also work with the hotel concierges to be sure the out of town visitors are aware of the Festival.

**Timeline:** Film schedule announced: 12/17/08 • Brochure mailed & Website up: 12/19/08

• Opening Reception for sponsors, Jan. 22, 2009 at the Museum of Science and our Opening Night (Sunrise) film with guest, Lanie Kazan: Jan. 24, 2009 • Collaboration with Sephardic Festival Sunday, 1/25 at Sunrise Cinema • Free Screening of the Young Filmmakers Institute films 1/28/09 at the Regal • Films at Regal Jan. 26-29, Sunrise Cinema Jan 25,30, Feb. 1 and the Cosford on Jan. 25.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		10,000		10,000	
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>		42,500		37,500	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>		7,500		7,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>11</u>		7,500		7,500	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>1</u>		8,000		8,000	
MARKETING/PUBLICITY				28,500		23,500	24,000
PRINTING				8,000		5,500	
POSTAGE				4,500		4,500	
IN-COUNTY TRAVEL				4,500		4,500	6,000
OUT OF COUNTY TRAVEL				2,000		2,000	
EQUIPMENT RENTAL				7,500		7,500	
EQUIPMENT PURCHASE				400		400	
SPACE RENTAL				17,000		14,500	
INSURANCE				1,500		1,500	
UTILITIES				300		300	
SUPPLIES/MATERIALS				2,300		2,300	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	FILM FEES			18,500		18,500	
	FILM SHIPPING			7,000		7,000	
	OPENING NIGHT			13,000		13,000	
	SPECIAL EVENTS			4,000		4,000	
	MISCELLANEOUS			1,500		1,500	
	SECURITY			700		700	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

15,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

196,700

 = 15,000 + 181,700

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

30,000

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 226,700

      Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	45,805		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	15,000	30,000	MIAMI HERALD, MIAMI NEW TIMES, WPBT, SONESTA HOTEL & SUITES, COCONUT GROVE & MISC. MEDIA
FOUNDATION SUPPORT	17,500		
PRIVATE/INDIVIDUAL SUPPORT	51,500		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE	6,595		
Media Arts			
Miami-Dade Community Grant 7,899, City of Coral Gables 2,000, City			
LOCAL	28,200		
Miami Beach 18,301			
APPLICANT CASH ON HAND			
-OTHER REVENUES (Itemize below)			
Consulates	2,600		
Memberships & Miscellaneous	11,000		
Ads	500		
Opening Night	3,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**196,700**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**30,000**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 226,700**

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: D-2

**ORGANIZATION:** Coconut Grove Chamber of Commerce, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** Great Taste of the Grove 2009

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 10, 2009 - January 11, 2009

**EVENT LOCATION:** Peacock Park, 2820 McFarlane Road, Coconut Grove

**DESCRIPTION:**

Funds are requested to support a community event, now in its eighth year, that unites Miami's multi-ethnic population in a celebration of cultural diversity through ethnic dance, music, cuisine and works of art. The Commodore Block Party in Coconut Grove opens one city block to an evening of festive stage performances with the atmosphere of a European style extended outdoor cafe. The block is capped at either end with elevated stages where the multi-ethnic performances continue round robin throughout the evening. Even more improvements are expected in 2009 through the Rhythm Foundation's excellence in performances, production and promotion.

**HOTEL CONFIRMATION:**

Sonesta Bayfront Hotel  
Doubletree Coconut Grove

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$4,083 (05-06) End of Cycle; \$3,083 (04-05); \$3,083 (03-04); \$3,083 (02-03); \$3,425 (01-02)

**OTHER GOVERNMENT FUNDING:**

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**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

- (3) Organization Name (exactly as it appears on Articles of Incorporation):

Coconut Grove Chamber of Commerce

Organization Address: 2820 McFarlane Road

City: Miami State: FL Zip: 33133 Website: [cgcc.coconutgrove.com](http://cgcc.coconutgrove.com)

- (4) Applicant Institution Type:  Cultural  Non-Cultural

- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1956

- (7) FEI#: 59 - 0877858 (8) State of Incorporation: FL

- (9) Required Pre-application Consultation: Date: 10/2/08 Time: 3pm

- (10) Name: Richard Issa  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Chief Administrative Officer Phone (day): (305) 444 - 7270 ext.

Email: [info@coconutgrove.com](mailto:info@coconutgrove.com) Fax: (305) 444 - 2498 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

- (11) Project Title: Great Taste of the Grove 2009

- (12) Starting and Ending Dates: 1/10/08-1/11/08 (13) Starting and Ending Times: 11am-7pm

- (14) Address or Location of Project: Peacock Park, 2820 McFarlane Rd., Coconut Grove, FL 33133

- (15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 99

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

- (16) Miami-Dade Commission District: # 7 Florida State Senate District: # 40

Florida State House District: # 113 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

- (18) Expected Participation (# of individuals): Attending Total: 20,000 Performing/Participating Total:  
Children: 2,000 Children:

- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The Great Taste of the Grove Food and Jazz Festival is a signature event presented and produced by the Coconut Grove Chamber of Commerce on the first weekend of January. The 2008 event doubled in size to a 2 day event, held on Saturday and Sunday, January 13-14, 2008 from 11am-7pm. The outdoor event takes place in Coconut Grove's centrally located at the beautiful bayside Peacock Park, at 2820 McFarlane Road and is free to the public. The "Taste" exclusively features Coconut Grove restaurants ranging from fine dining cuisine to casual favorites, each showcasing their culinary talents with an a-la-carte taste menu ranging from \$1.00 to \$8.00 per dish. In addition to offering an opportunity to sample the diverse local flavors, the Great Taste of the Grove also features live musical entertainment throughout both days and a children's activity area featuring rock wall, face painting and a selection of savory sweets.

The Great Taste of the Grove will take place January 10-11, 2009 from 11am-7pm. With the success of last year's event, we expect the number of attendees to increase over the 20,000 visitors who attended in 2008. The event provides an opportunity for tourists to see that Miami-Dade County should be revisited not just as an entertainment or beach area, but also as a culinary destination. It gives visitors a chance to sample a diverse amount of restaurants ranging from French New Orleans and Southern Barbecue to Peruvian and Italian all at an affordable rate.

The principal participants in the Great Taste of the Grove are the restaurants including independent and hotel run. Last year over 30 participated in the Taste, and this number increases each year with the success of the event. During the event weekend, The Chamber of Commerce blocks off 10-20 rooms at the Sonesta Bayfront Hotel and the Doubletree Hotel Coconut Grove to accommodate visiting chefs, culinary experts and media. During the event itself, there are several other programs that are involved. This year, we are throwing a kick-off party at CocoWalk, a large scale mall that boasts many of the restaurants that will be featuring this year. As CocoWalk is already a tourist destination, this will allow us to capture the attention of a larger audience so they can participate in the event. Another pre-event program is the Coconut Recipe Challenge. In its third year, the Coconut Recipe Challenge invites all participating restaurants to come up with their best Coconut recipes for Coconut Grove. Each year they are judged by two distinguished culinary experts. Last year, the panel was represented by Simone Diamant, editor of South Florida Gourmet, and Linda Gassenheimer, distinguished author and Miami Herald Columnist. The 2008 winner was Café Brasserie at the Doubletree Hotel and was able to present their recipe live on NBC-6 Miami Today Show with Simone Diamant. This exposure helps the event market itself to both residents and visitors watching the news and allows marketing material for the winning business in the future. Another program that helps provide exposure and quality to Miami-Dade County is the Best of the Taste Awards. To encourage the quality of product offered and to promote the use of culinary displays, the "Best of" contest is run each day and is juried by a select panel of judges. The categories are Single Taste, Presentation and Best Overall Taste. These awards provide future marketing tools to their winners each day and ensure the vendors strive for excellence.

The event itself has a wide variety marketing and advertising. Print advertising was featured in all major community publications including: Miami Monthly, Miami Sun Post, Miami Herald and My City Eats. Internet and Electronic Advertising included Radio (WLVE, WDNA, WFTL), Comcast Cable spots and South Florida Gourmet E Newsletter. Banners were placed in central spots near Rickenbacker Causeway, South Bayshore Drive and Grand Ave. Postcards and posters were distributed to all participating restaurants. There was print coverage of the event in all major outlets reaching as far north as the Sun Sentinel. TDC funding will put towards increasing the advertising exposure to more national coverage such as other culinary magazine, websites, and eblasts for culinary associations.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>1</u>	4,000				4,000	0
ARTISTIC:	NUMBER OF ARTISTS: <u>1</u>	3,100				3,100	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>1</u>	6,500				6,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>5</u>	10,000		5,000		5,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	16,200		1,000		1,000	
MARKETING/PUBLICITY		16,250		8,000		8,000	
PRINTING		2,500		1,000		1,000	
POSTAGE		200				200	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		12,200				12,200	
EQUIPMENT PURCHASE							
SPACE RENTAL		8,000				7,500	
INSURANCE		1,200				1,200	
UTILITIES							
SUPPLIES/MATERIALS		11,400				11,380	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	BUSINESS IMPROVEMENT COMMITTEE FEE	4,100				4,040	
	ALCOHOL SALES TAX	3,200				3,118	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

15,000

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

98,850

 = 15,000 + 83,850

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

0

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

\$ 98,850

 Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS			
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	64,350		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL    Coconut Grove BIC	19,500		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		
<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>69,100</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>0</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 98,850</b>		<b>* Sum of #49 Cash &amp; #50 In-kind</b>

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

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Agenda Item No.: D-3

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**ORGANIZATION:** Miami Dade College Foundation, Inc.

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** 2009 Miami International Film Festival

**RECOMMENDATION:** \$20,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** March 6, 2009 - March 15, 2009

**EVENT LOCATION:** Gusman, Colony, Regal South Beach, Cosford & Tower Theatre

**DESCRIPTION:**

Funds are requested to support the 26th Anniversary of the Miami International Film Festival scheduled to take place March 6-15, 2009. The festival is a destination event and is uniquely suited to showcase Miami-Dade County and the international film industry to the world. This year the festival is implementing a Florida Focus component, including a student and resident short film competition.

**HOTEL CONFIRMATION:**

Royal Palm

**OUTSIDE MEDIA:**

Screen International Magazine

AmericaEconomia Magazine

**PREVIOUS TDC FUNDING:**

\$15,000 (07-08) End of cycle; \$14,000 (06-07); \$16,000 (05-06); \$18,000 (04-05); \$20,000 (03-04); {\$9,000 (02-03) - End of cycle}; \$10,500 (01-02)

**OTHER GOVERNMENT FUNDING:**

DDA - \$15,000 Pending

VCA - \$100,000 Pending

FPL - \$25,000

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation): Miami Dade College Foundation

Organization Address: 300 NE Second Ave. Room 5517

City: Miami State: FL Zip: 33132 Website: [www.miamifilmfestival.com](http://www.miamifilmfestival.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1959

(7) FEI#: 59 - 6169745 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/2/08 Time: 3 - 5 PM

(10) Name: Elizabeth Greene Freeman  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Grants & Partnerships Manager Phone (day): (305) 237 - 7466

Email: [Betsey@miamifilmfestival.com](mailto:Betsey@miamifilmfestival.com) Fax: (305) 237 - 7466 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: 2009 Miami International Film Festival

(12) Starting and Ending Dates: 03/6/08 - 03/15/08 (13) Starting and Ending Times: Various

(14) Address or Location of Project: Gusman, Colony, Regal South Beach, Cosford, Tower

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 2

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 39  
Florida State House District: # 107 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): 80K Attending Total: 79,600 Performing/Participating Total: 400

Children: \_\_\_\_\_ Children: \_\_\_\_\_

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

**USE THIS SPACE ONLY**

The Miami International Film Festival celebrates its 26<sup>th</sup> year from March 6 through 15, 2009. The Festival's primary objectives are: 1. To bring the best of film from around the world to Greater Miami; 2. To create a cultural Destination Event and 3. To establish Miami as a key component in the business of film.

The 2009 Program includes 100 films from more than 35 countries with emphasis on Ibero films. The Festival is recognized internationally as the best in the U.S. for Ibero films. Most films will be either World or US/North American Premieres. At least 85% will be accompanied by the Director who will participate in a question and answer with the audience and will be available for media interviews. Many will be accompanied by talent and celebrities. The Festival's Florida Focus section, which features quality films made in Florida or by Florida filmmakers, will launch its first-ever competition targeting students, gifted amateurs and professionals.

The Festival is in negotiation with many noted international film names for their participation in the 2009 Program. Possible participants include: Andy Garcia, Valentino, Cecilia Roth, Iggy Pop, Malcolm McClaren, Michel Houellebecq, Oliviero Toscani, Gabrielle Salvatores and Edo Bertoglio. Past Festival attendees include: Demi Moore, Fito Paez, Phil Donohue, Luc Besson, Viggo Mortensen and Pedro Almodovar.

The Festival will screen at Gusman, the Colony, Regal South Beach, Cosford and the Tower. The Host Hotel for 2009 is the Royal Palm. The Opening Night Party will be held at the Alfred I. DuPont building, Awards Night Party will be held at Miami Seaquarium. After hours events are planned for several South Beach and Design District locations. The Festival will make use of restaurants in South Beach, downtown Miami, Coral Gables and Calle Ocho.

The 2009 Festival will continue to develop and expand all of its highly successful programming, including the REEL Education Seminar Series, the "Encuentros" program and the Outreach screenings.

REEL Education will present nearly 20 Seminars and Master Classes. Topics will range from "Students Guide to Entering the Creative Industry" and "Independent Film Financing" to "Stop By Shoot Film" and "How to Get Your Film Acquired". Panelists come from such noted companies as Paramount, Universal, William Morris, DreamWorks, Sundance Channel, IFC and HBO. Seminars will be held in downtown Miami, South Beach and Coral Gables.

The Encuentros Program will introduce ten filmmakers' works-in-progress to the US and to key industry professionals. Encuentros identifies the best of Latin American emerging filmmakers who have films which are nearing completion and matches them with top film experts to ensure their films are the best they can be and that they have the potential for proper financing and distribution. Many of the Festival's past Encuentros projects have gone on to be world-wide film festival winners and commercially successful.

The 2009 Outreach Screenings will have two parts: World Issues/World Films, which presents international films addressing issues facing our world and the filmmakers who made them to the community and which includes a panel of experts (many of whom are local) to discuss the issue presented; and the Student Outreach Screening, which presents a major film, the filmmaker and often the talent to students for a lively discussion of the film, its content and how it was made. Outreach screenings are held at the Gusman, Homestead MDC Campus and other venues as identified and appropriate.

The Festival will begin formalizing what has been a successful but informal "Market" for the acquisition of films screened. The marketplace will be part of the filmmaker and industry section for 2009 and will be fully implemented by 2011. Several distribution companies, including HBO Latin America, Focus/Universal, Paramount, Weinstein and VeneVision have indicated they will have acquisition professionals at the 2009 Festival.

MIFF partners include: the Greater Miami Convention & Visitors Bureau, Miami-Dade County, the three film Commissioners, the City of Miami Beach, FPL, the University of Miami, American Airlines, AXN and Screen International. The Festival expects to generate more than 800,000,000 media and advertising impressions through this plan.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	"IN-KIND CONTRIBUTION
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>5</u>		<u>300,000</u>		<u>300,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>					
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>6</u>		<u>26,500</u>		<u>26,500</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>0</u>					
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>38</u>		<u>403,500</u>		<u>403,500</u>	
MARKETING/PUBLICITY				<u>645,000</u>	<u>25,000</u>	<u>620,000</u>	<u>300,00</u>
PRINTING				<u>25,000</u>		<u>25,000</u>	
POSTAGE				<u>60,000</u>		<u>60,000</u>	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL				<u>420,000</u>		<u>420,000</u>	<u>70,00</u>
EQUIPMENT RENTAL				<u>90,000</u>		<u>90,000</u>	<u>20,00</u>
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>75,000</u>		<u>75,000</u>	<u>50,00</u>
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS				<u>50,000</u>		<u>50,000</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	SCREENING FEES			<u>20,000</u>		<u>20,000</u>	
	EVENTS			<u>75,000</u>		<u>75,000</u>	<u>100,00</u>
	BOX OFFICE FEES			<u>25,000</u>		<u>25,000</u>	
	MERCHANDISE, GIFTS, AWARDS			<u>35,000</u>		<u>35,000</u>	<u>20,00</u>

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**25,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**2250000** = **25000** + **2225000**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**560,00**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 2810000**

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	450000		
CONTRACTED SERVICES		95000	PR TECHNICAL & EVENT MANAGEMENT
TUITIONS			
CORPORATE SUPPORT	650000		
FOUNDATION SUPPORT	320000		
PRIVATE/INDIVIDUAL SUPPORT	75000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>DOC NEA</u>	100000		
STATE <u>Cultural Affairs</u>	25000		
LOCAL <u>TDC, FEST, MBVCA, DDA</u>	330000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
MFS	250000		
Merchandise	10000		
Submission fees	15000		
Advertising		250000	SCREEN INTL, HERALD, CBS4 AA, DUPONT, MSQ, ROYAL PALM
Airfare, venues, events		180000	
Hospitality & gifts		35,000	RESTAURANTS & CATERERS
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**2250000**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**560000**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 2810000**

\* Sum of #49 Cash & #50 In-kind

Agenda Item No.: E-1

**ORGANIZATION:** City of Miami Beach - Department of Tourism and Cultural Development

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** Miami Beach Festival of the Arts

**RECOMMENDATION:** \$5,250

**EVENT CATEGORY:** Government/Municipalities

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 7-8, 2009

**EVENT LOCATION:** Ocean Terrace - Collins Ave between 73rd & 75th Streets

**DESCRIPTION:**

Funds are requested to support the 34th Annual Miami Beach Festival of the Arts. The show features approximately 150 artists from the U.S., Canada and Europe. In addition, a special section will showcase approximately 10 local art organizations. This community event is open to the public free of charge. Attendance will be approximately 40,000 - 50,000. The Festival helps to put North Beach on the map as a tourist destination

**HOTEL CONFIRMATION:**

**OUTSIDE MEDIA:**

Radio: WLRN

TV: Atlantic Broadband

**PREVIOUS TDC FUNDING:**

\$6,000 (07-08); \$6,750 (06-07); \$7,500 (05-06); {\$5,000 (04-05) - End of cycle}; \$5,250 (03-04); \$8,000 (02-03); \$6,750 (01-02); \$7,500 (00-01)

**OTHER GOVERNMENT FUNDING:**

Community Grants - \$10,000 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

TDC/09-\_\_\_

QUARTER/CATEGORY

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

ORGANIZATION AND CONTACT INFORMATION

- (3) Organization Name (exactly as it appears on Articles of Incorporation):  
City of Miami Beach (Department of Tourism and Cultural Development)  
Organization Address: 1700 Convention Center Drive  
City: Miami Beach State: FL Zip: 33139 Website: [www.miamibeachfl.gov](http://www.miamibeachfl.gov)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1915
- (7) FEI#: 59 - 6000372 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: 10/02/08 Time: 3:00pm
- (10) Name: Isabel Stillone  Mr.  Mrs.  Ms.  Miss  Dr.  
Title: Management Consultant Phone (day): (305) 673 - 7000 ext. 6354  
Email: [istillone@miamibeachfl.gov](mailto:istillone@miamibeachfl.gov) Fax: (305) 673 - 7782 Phone (other): ( ) - ext.

PROJECT INFORMATION

- (11) Project Title: Miami Beach Festival of the Arts
- (12) Starting and Ending Dates: February 7-8 2009 (13) Starting and Ending Times: 10:00am – 6:00pm
- (14) Address or Location of Project: Ocean Terrace (73<sup>rd</sup> and 75<sup>th</sup> Street and Collins Avenue)
- (15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: # \_\_\_
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami             | 10 Homestead         | 19 Golden Beach         | 28 Aventura          |
| 02 Miami Beach       | 11 Miami Shores      | 20 Pinecrest            | 29 Islandia          |
| 03 Coral Gables      | 12 Bal Harbour       | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah           | 13 Bay Harbor Island | 22 Medley               | 31 Miami Lakes       |
| 05 Miami Springs     | 14 Surfside          | 23 North Bay Village    | 32 Palmetto Bay      |
| 06 North Miami       | 15 West Miami        | 24 Key Biscayne         | 33 Miami Gardens     |
| 07 North Miami Beach | 16 Florida City      | 25 Sweetwater           | 34 Doral             |
| 08 Opa-Locka         | 17 Biscayne Park     | 26 Virginia Gardens     | 35 Cutler Bay        |
| 09 South Miami       | 18 El Portal         | 27 Hialeah Gardens      | 99 Unincorporated    |
- (16) Miami-Dade Commission District: # 4 Florida State Senate District: # 38  
Florida State House District: # 106 U.S. Congress District: # 22  
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)
- (17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_
- (18) Expected Participation (# of individuals): Attending Total: 50,000 Performing/Participating Total: 206  
Children: 12,500 Children: 75
- (19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The Miami Beach Festival of the Arts will be celebrating its 35<sup>th</sup> year in 2008. Free to the public, this two-day event is held on beautiful Ocean Terrace in North Beach. Ocean Terrace is conveniently located between 73<sup>rd</sup> and 75<sup>th</sup> streets, just east of Collins Avenue. Ocean Terrace offers all necessary amenities to both visitors and participants, due to its close proximity to city facilities, the local business district, and the beach. The Festival will be held February 7-8, 2009 (Saturday and Sunday), open to the public from 10:00am-6:00pm.

Approximately 150 artists are selected to participate by the selection committee, which reviews slides from hundreds of artists from the U.S., Canada, and Europe. In addition to participating in a juried art competition, the artists display and sell their work, which runs the gamut of visual arts media. Each year, one distinguished artist is chosen by the City of Miami Beach Fine Arts Board as the Festival's "Featured Artist", who creates the Festival's poster artwork. This poster image becomes the visual signature for the event. Over the last few years, internationally recognized artists such as Nam June Paik, Kenny Scharf, and Romero Britto have been selected as the festival's featured artist. The festival also features a local artist program of first time invited artists from the community, as well as international food vendors and interactive arts activities for young people. The Festival has been a consistent tourist attraction for the past 34 years. It is the premier tourist event in North Beach. The Festival is held the weekend prior to the Coconut Grove Arts Festival. North Beach hotels offer attractive packages to the artists who stay through the two weekends to participate in both festivals. The discount program is extended to tourists and visitors to leverage the festival's popularity. Marketing efforts for the event include a print media advertising campaign with major newspapers in Miami-Dade and Broward Counties, partnerships with broadcast and cable organizations, and promotional events. The TDC funding will go to support the rental of equipment to help produce the Festival of the Arts. This equipment (tents, stages, sounds, electrical) are vital to the success of the festival and make the festival attractive to the attendees.

The Festival's target audience is the general public with an emphasis on art lovers and this year we are expecting to have approximately 50,000 spectators attending the event. The festival caters to local and tri-county residents, as well as tourists. The participants include /international visual artists and local multi-cultural performing arts groups. Local museums and schools provide on-site arts activities for children, intended to encourage and nurture children's appreciation of the arts. Media sponsors for this event include WLRN, a local National Public Radio/PBS affiliate and Atlantic Broadband. Hotel sponsors include the Ocean Surf Hotel, The Deauville Beach Resort, The Crystal Beach Suites and the Days Inn North Beach; all located close to the area where the event will take place.

The Festival should receive funding because it is an important annual tourist and community event in North Beach, an area that had been undeserved and neglected for many years, but is now experiencing resurgence. Great strides have been made recently in establishing North Beach's presence in the arts and culture community: The Byron Carlyle Theater offers a range of cultural programs to the local community and North Beach Development Corporation (NBDC) has established a partnership with the Rhythm Foundation to produce concerts at the North Beach Bandshell. The Miami Beach Festival of the Arts is the capstone of North Beach's growing array of cultural offerings, and it provides our community with an unparalleled opportunity to partake in a high caliber arts and culture experience.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>4</u>		20,000		20,000	
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>					
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>25</u>		20,000		20,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>12</u>		2,000		2,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>15</u>		21,500		21,500	
MARKETING/PUBLICITY				40,000		40,000	20,000
PRINTING				5,000		5,000	
POSTAGE				500		500	
IN-COUNTY TRAVEL				250		250	
OUT OF COUNTY TRAVEL				250		250	
EQUIPMENT RENTAL				26,000	15,000	11,000	
EQUIPMENT PURCHASE				500		500	
SPACE RENTAL				2,000		2,000	
INSURANCE				1,000		1,000	
UTILITIES				1,500		1,500	
SUPPLIES/MATERIALS				1,000		1,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	AWARDS			5,000		5,000	
	SALES TAX, LICENSES			2,500		2,500	

(44) GRANT AMOUNT REQUESTED \*\* (MUST EQUAL #48 ON PAGE 8) 15,000

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 149,000 = 15,000 + 134,000

(46) TOTAL \*IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 20,000   
 Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$ 169,000 Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	4,000		
CONTRACTED SERVICES	4,000		
TUITIONS	28,000		
CORPORATE SUPPORT	30,000	20,000	ATLANTIC BROADBAND, SUN POST, MIAMI MONTHLY, SUN SENTINEL, COLDWELL BANKER, MIAMI NEW TIMES, WELCOME MAGAZINE AND CHANNEL, AND WLRN
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	1,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL    Community Grant	10,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Merchandise sales	500		
Claire Paul Award	1,500		
City of Miami Beach Quality of Life Fund	55,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>149,000</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>20,000</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 169,000</b>		<b>* Sum of #49 Cash &amp; #50 In-kind</b>

Agenda Item No.: E-2

**ORGANIZATION:** City of Miami Gardens

**GRANT REQUEST:** \$12,000

**TITLE OF EVENT:** 4th Annual Jazz in the Gardens Music Festival

**RECOMMENDATION:** \$12,000

**EVENT CATEGORY:** Government/Municipalities

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** March 28 - 29, 2009

**EVENT LOCATION:** Dolphin Stadium, 2269 Dan Marino Blvd

**DESCRIPTION:**

Funds are requested to support marketing and promotion costs associated with the City of Miami Gardens' 4th Annual Jazz in the Gardens Music Festival to be held on March 15-16, 2008, at the Dolphin Stadium. The two-day outdoor festival includes musical performances by world-renowned, award winning artists such as: Jill Scott, Stevie Wonder, Will Downing, Al Jereau, Chris Botti and others. The event features an international food court and an arts & crafts marketplace which will include a diverse selection of goods. Additionally, a number of featured activities will be programmed throughout the venue to enhance the festival experience.

**HOTEL CONFIRMATION:**

Don Shula's Hotel and Golf Club

**OUTSIDE MEDIA:**

WHOT 105.7 FM

**PREVIOUS TDC FUNDING:**

\$13,500 (07-08); \$15,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

Dolphin Stadium - \$100,000 (Pending)

Clear Channel - \$100,000 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
 FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
 111 NW 1st Street, Suite 625 • Miami, FL 33128  
 Phone: (305) 375-5092 • Fax: (305) 375-3068  
 email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
 COUNCIL GRANTS PROGRAM

TDC/09-\_\_\_

**QUARTER/CATEGORY**

(1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)

(2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

City of Miami Gardens

Organization Address: 1515 NW 167<sup>th</sup> Street, Bldg 5, Suite 200

City: Miami Gardens State: FL Zip: 33056 Website: [www.miamigardens-fl.gov](http://www.miamigardens-fl.gov)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2003

(7) FEI#: 11 - 3695944 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: Time:

(10) Name: Horace McHugh  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Asst. City Manager Phone (day): (305) - 622-8035 ext.

Email: [uzucker@miamigardens-fl.gov](mailto:uzucker@miamigardens-fl.gov) Fax: (305) 474 - 9871 Phone (other): (786) 253 - 8408 ext.

**PROJECT INFORMATION**

(11) Project Title: Jazz in the Gardens

(12) Starting and Ending Dates: March 28 & 29, 2009 (13) Starting and Ending Times: 3pm-11pm

(14) Address or Location of Project: Dolphin Stadium, 2269 Dan Marino Boulevard Miami Garden, FL 33056

(15) Municipality in which project will take place (use codes): Primary: # 33 Secondary: # \_\_\_

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 1 Florida State Senate District: # 33

Florida State House District: # 103 U.S. Congress District: # 17

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)

(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 40000 Performing/Participating Total: 300

Children: 100 Children: 15

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities

(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The 4th annual Jazz in the Gardens music festival will be held at Dolphin Stadium on Saturday March 28<sup>th</sup> & Sunday March 29<sup>th</sup>, 2009 from 4pm-11pm each day and will once again feature an extraordinary line-up of world celebrated jazz, R&B and neo soul artists such as The Isley Brothers, Kenny G., Will Downing, Anthony Hamilton, Jazmine Sullivan, Angelique Kido and a number others. Additionally this year, national radio talk show personality, Tom Joyner, has expressed a great interest in the event and will be partnering with us to host and present the 2009 event. Local homegrown south Florida artists will also participate and be given the chance to share the stage with the A-list talent. Although we are still in the process of negotiating contracts, this process should be finalized by December. Tickets go on sale in February; one day tickets sell from \$30 to 45 per ticket and \$50 to 75 for two day ticket packages. We do have a group sales effort in place that will target large organizations.

The two-day event, taking place at the stadium, will feature great musical entertainment, an international food court; a marketplace featuring a diverse selection of arts, crafts, jewelry clothing and more; and activities throughout the festival site for those seeking more action if they decide to stroll around the venue. Activities will be hosted by sponsors and vendors and include interactive activities such as games, contest and promotions (to win trips and prizes), golf putting, photography, and artist. This year we anticipate at least 20-25 food vendors and 35-45 non-food vendors that will provide the festival shopping experience.

In 2008 we added a golf tournament which was tremendously successful. This event has been added as part of the weekend of festivities and just as last year will be attended by sponsors, celebrities and local athletes.

The City of Miami Gardens created this event and has been the executive producer of the event since its inception. Through the partnership and sponsorship support of Dolphin Stadium, the Stadium is the host site of this event. For a fourth consecutive year, the City has contracted with Concertz Inc. to produce the event. Concertz Inc. is responsible for all technical production, event logistics, securing and booking talent, and sponsorship management.

Circle of One Marketing, Inc will provide marketing, promotions and public relations services necessary to promote this event throughout South Florida, regionally, nationally and internationally. Through their marketing efforts, we have gained the support and attention of the local, national and worldwide media. Additionally they have been instrumental in having Tom Joyner become a partner in this event.

As Jazz in the Gardens continues to grow, it is Miami Gardens' signature event that goes beyond just bringing community residents together. It's the City's cultural contribution to south Florida. As we move to grow the event In 2009, we are seeking to include new hotel partners in addition to Don Shula's Hotel and Golf Club and Doral Resort Golf and Spa, which are current and previous partners.

In 2008, over 18,000 people attended the event. In 2009 we expect to double attendance. The Greater Miami Convention & Visitors Bureau (GMCVB) has agreed to assist us in promoting this event globally by using their partner resources which include public relations, advertising and various hotel/travel relationships. Working closely with the GMCVB is significant because it will certainly help us effectively and directly meet the goals of the Tourists Development Council by directly targeting tourists. This partnership will help increase tourism for the South Florida community. Additionally through the support of TDC funding, we can enhance our marketing efforts/resources, thereby enabling us to promote to national and international markets. Marketing is a major cost and a most necessary component.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		Total Cash	=	TDC Grant Dollars	+	Cash Match	*In-Kind Contributions
<b>Organization's Personnel</b>							
Administrative:	Number of employees:	13		170,000		170,000	
Artistic:	Number of Artists:	275		441,000		441,000	
Technical:	Number of Employees:	75		77,900		77,900	
Outside Artistic Fees:	Number of Artists:	25		10,000		10,000	
Outside Other Fees:	Number of Employees:	—					
Marketing/Publicity				209,000	12,000	197,000	85,000
Printing				21,958		21,958	80,000
Postage				900		900	
In-county travel				15,000		15,000	
Out of County Travel							
Equipment Rental				173,100		173,100	
Equipment Purchase							
Space Rental				70,000		70,000	
Insurance				3,500		3,500	
Utilities							
Supplies/Materials				1,000		1,000	
<b>Other Costs (itemize below):</b>							
Sponsorship Catering				25,000		25,000	10,000
Artists' Rider, Food and Hotel				45,000		45,000	25,000
Golf Tournament				25,300		25,300	10,000
Production Catering				3,000		3,000	
Hotel for Production Staff				5,050		5,050	

(44) GRANT AMOUNT REQUESTED \*\*  
(Must equal #48 on Page 8)

12,000

(45) TOTAL CASH EXPENSES  
(Must equal #49 on Page 8)

1,271,700

=

12,000

+

1,259,708

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(Must equal #50 on Page 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

210,000

(47) TOTAL PROJECT EXPENSES  
(Must equal #51 on Page 8)

1,481,700

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	Cash Income	In-Kind Value	In-Kind Source
Admissions	600,000		
Contracted Services			
Tuitions			
Corporate Support	491,000	210,000	Clear Channel, Diplomat Hotel, Dolphin Stadium
Foundation Support			
Private/Individual Support			
Government Grants (Identify source)			
Federal			
State			
Local			
Applicant Cash on Hand	145,000		
Other Revenues ( <i>Itemize below</i> )			
	10,708		
	38,500		
<b>(48) GRANT AMOUNT REQUESTED</b> (Must equal #44 on Page 7)	<b>12,000</b>		

**(49) TOTAL CASH REVENUES**  
(Must equal #45 on Page 7) 1,271,700

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(Must equal #46 on Page 7) 210,000

**(51) TOTAL PROJECT REVENUES**  
(Must equal #47 on Page 7) 1,481,700 \* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

Agenda Item No.: F-1

**ORGANIZATION:** Miami-Dade County Park and Recreation Department  
(Operations Region 4)

**GRANT REQUEST:** \$25,000

**TITLE OF EVENT:** Miami International Agricultural and Cattle Show

**RECOMMENDATION:** \$15,000

**EVENT CATEGORY:** Government/Municipalities

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 20 - February 22, 2009

**EVENT LOCATION:** 7900 SW 40th Street, 33155

**DESCRIPTION:**

Funds are requested to support the "2009 Miami International Agriculture & Cattle Show" on March 20-22 at the Ronald Reagan Equestrian Center at Tropical Park. The Expo will feature exhibits of all the important agricultural crops of this area, the State of Florida, plus livestock of different species and breeds. In addition to a three breed cattle show; there will also be plant nursery trade exhibits and vendors, as well as equestrian activities and demonstration events. Machinery, foods and manufactured products will also be exhibited. The three day event is expected to attract regional agri-business interests from the Southeastern United States, Latin America, the Caribbean, Europe, Asia and Australia.

**HOTEL CONFIRMATION:**

**OUTSIDE MEDIA:**

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

07-08 Community Grants - \$10,000

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-\_\_\_\_\_**

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

**Miami Dade County Park and Recreation Department Region 4**

Organization Address: 275 N. W. 2<sup>nd</sup> Street

City: Miami State: FL Zip: 33128 Website: [www.miamidade.gov/parks](http://www.miamidade.gov/parks)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit

(6) Year of Incorporation: 1957

(7) FEI#: 59 - 6000-573

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date 7-17-08- Time: 3 PM

(10) Name: Jack Kardys  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Director Phone (day): (305) 755 - 7903 ext.

Email: [kardys@miamidade.gov](mailto:kardys@miamidade.gov) Fax: (305) 755 -5466 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: Miami International Agricultural and Cattle Show

(12) Starting and Ending Dates: 3-20 thru 3-22-09 (13) Starting and Ending Times: Fri-Sun 11A -10P

(14) Address or Location of Project: 7900 S. W. 40<sup>th</sup> Street, Miami, Florida 33155

(15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: #

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 10 Florida State Senate District: # 36

Florida State House District: # 115 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 20,000 Performing/Participating Total: 130

Children: 4,000 Children: 0

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The proposed project is the second annual Miami International Agriculture and Cattle Show to be held for three consecutive days and evenings, March 20 through March 22, 2009 at the centrally located Tropical Park. The first show was held in May 2008. It attracted 400 international businessmen and more than 20,000 local spectators.

The business side of this event promotes Miami's role as an international gateway to domestic markets in the agricultural and livestock industries, both of which are big business to Miami and the State of Florida. It is this part of the event that attracts international visitors and is intended to foster business relationships between South and Latin American countries and Miami. Some of the business events, such as the cattle judging, also attract large crowds of the general public. Our partners from the business sector include the USDA Foreign Agriculture Service, the Port of Miami and The University of Florida's Institute of Food and Agricultural Sciences.

While business is an important focus of the event, fun is definitely on the schedule. The international festival is the recreation and arts part of the event. In addition to international music, there will be delicious food and beverages, a kid's fun zone, a dog obedience show, pig racing, rodeo roper demonstrations, arts and crafts, various vendors, horse shows, cow chip tossing, a U. S. Customs Beagle Brigade demonstration and much more. A testament to the success of this facet of the show is the 20,000 people who attended last year in 94 degree weather in May. We have rescheduled the 2009 event to the cooler month of March, which is still within the tourist season, and anticipate the weather will promote increased attendance.

On Friday, March 20 at 8 PM there will be a free concert with Tiempo Libre Orchestra in Concierto performing live. Additional artists will be booked for Saturday at 7 PM and Sunday at 5 PM. From 10 AM to 6 PM daily there will be a kid's fun zone with a bounce house, rock climbing wall, slides, hayrides, face painting and storytelling. The Miami Canine Obedience Trials will conduct demonstrations and a dog skills showcase, including judging at 9 to Noon each day. We also expect to add pig racing, rodeo roper demonstrations, arts and crafts, various vendors, a Peruvian Paso Fino horse show with judging and demonstrations, cow chip tossing (a favorite from last year), a U. S Customs Beagle Brigade demonstration, and more.

In 2008, four hundred international businessmen traveled from Central and South America to Miami to attend the business part of the show. Not only did they learn about Miami-Dade's business opportunities, they were able to share in the culture, music and fun of the show. The elements they found in the music, traditions and art of Miami likely reflect much of their own experiences. The more commonalities visitors find here in Miami, the more they will want to visit and do business in our community.

We expect 20,000 spectators during the 2009 Miami International Agriculture and Cattle Show.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		Total Cash	=	TDC Grant Dollars	+	Cash Match	*In-Kind Contributions
<b>Organization's Personnel</b>							
Administrative:	Number of employees:	20		8,000		8,000	
Artistic:	Number of Artists:	275		0			
Technical:	Number of Employees:	75		0			
Outside Artistic Fees:	Number of Artists:	25		0			
Outside Other Fees:	Number of Employees:	---		0			
Marketing/Publicity		56,800		25,000		31,800	
Printing		0					
Postage		0					
In-county travel		0					
Out of County Travel		0					
Equipment Rental		58,900				58,900	
Equipment Purchase		0					
Space Rental		0					
Insurance		0					
Utilities		0					
Supplies/Materials		3,000				3,000	
<b>Other Costs (itemize below):</b>							
Professional Musicians		25,000				25,000	
Fire, Police		27,000				27,000	
Honorariums and Prizes		61,000				61,000	
Miscellaneous							

(44) GRANT AMOUNT REQUESTED \*\*  
(Must equal #48 on Page 8)

25,000

(45) TOTAL CASH EXPENSES  
(Must equal #49 on Page 8)

422,200

 = 25,000 + 397,200

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(Must equal #50 on Page 8)

Note: In-kind Contributions must not exceed  
25% of the Total Cash Expenses.

0

(47) TOTAL PROJECT EXPENSES  
(Must equal #51 on Page 8)

422,200

 Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	Cash Income	In-Kind Value	In-Kind Source
Admissions			
Contracted Services	25,200		
Tuitions			
Corporate Support	80,000		
Foundation Support			
Private/Individual Support			
Government Grants (Identify source)			
Federal			
State			
Local Community Grant	10,000		
Applicant Cash on Hand			
Other Revenues (Itemize below)			
Parking	8,200		
General Fund Subsidy	200,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (Must equal #44 on Page 7)	<b>25,000</b>		

**(49) TOTAL CASH REVENUES**  
(Must equal #45 on Page 7)

**422,200**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(Must equal #46 on Page 7)

**(51) TOTAL PROJECT REVENUES**  
(Must equal #47 on Page 7)

**422,200**

\* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs  
FY2008-2009 Tourist Development Council - Second Quarter

Agenda Item No.: G-1

**ORGANIZATION:** Junior Orange Bowl Committee, Inc.

**GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** International Tennis, Golf and Chess and National Basketball and Ice Hockey

**RECOMMENDATION:** \$10,000

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** December 4, 2008 - January 19, 2009

**EVENT LOCATION:** Various Locations

**DESCRIPTION:**

Funds are requested to support the International and National events of the Junior Orange Bowl held on December 4, 2008 through January 19, 2009. The games consistently attract top participants from around the world.

**HOTEL CONFIRMATION:**

Total of 2,865 room nights in the following:

Embassy Suites

Coral Gables Hotel

**OUTSIDE MEDIA:**

Sunshine Network

**PREVIOUS TDC FUNDING:**

\$6,000 (07-08) End of cycle; \$7,000 (06-07); \$8,000 (05-06); \$9,000 (04-05); (\$10,000 (03-04) - New Cycle); (\$9,000 (02-03) - End of Cycle); \$10,500 (01-02); \$12,000 (00-01); \$13,500 (99-00); \$15,000 (98-99)

**OTHER GOVERNMENT FUNDING:**

FEST - (Pending)

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION**

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

**FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM**

**TDC/09-** \_\_\_\_\_

**QUARTER/CATEGORY**

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

**ORGANIZATION AND CONTACT INFORMATION**

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Junior Orange Bowl Committee, Inc.

Organization Address: 1390 S. Dixie Highway, Suite 2202

City: Coral Gables State: FL Zip: 33146 Website: [www.jrorangebowl.com](http://www.jrorangebowl.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1978

(7) FEI#: 59 - 2189635 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/02/08 Time: 3:00 PM

(10) Name: Mark Pidal  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Administrative Director

Phone (day): (305) 662 - 1210 ext.

Email: [mpidal@jrorangebowl.com](mailto:mpidal@jrorangebowl.com) Fax: (305) 669 - 8745 Phone (other): (305) 951 - 8619 ext.

**PROJECT INFORMATION**

(11) Project Title: International Tennis, Golf, Chess, Sports Ability Games; Nat'l Basketball and Ice Hockey.

(12) Starting and Ending Dates: Dec. 4 – Jan. 19 (13) Starting and Ending Times: 7 AM – 10:30 PM

(14) Address or Location of Project: Please See attached

(15) Municipality in which project will take place (use codes): Primary: # 3 Secondary: # 99

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 06 Florida State Senate District: # 34

Florida State House District: # 117 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 13,000 Performing/Participating Total: 3,000  
Children: 5,000 Children: 3,000

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The Junior Orange Bowl Committee has been hosting these events for over 40 years with great success. We have over 150 members and over 1,000 volunteers to help the events run smoothly. These 6 events will collectively attract over 3,000 youth participants and over 13,000 attendees. All these events utilize over 1,400 room nights to house the participants, coaches, officials, family, and friends. The international sports events are marketed primarily through our website, youth sports magazines, sports associations, and trade publications worldwide. The Basketball Classic is marketed within the USA and Canada. The Ice Hockey Tournament focuses on attracting youth leagues from Florida and all throughout the Northeast United States. Each event charges an entry fee to participate with all participants receiving a goody-bag with t-shirts and other items. We arrange transportation for all participants, provide meals, and promote the use of our fine restaurants and attractions during their stay in Miami-Dade County. The International Chess Championship is promoted through associations in various countries.

#### JUNIOR ORANGE BOWL INTERNATIONAL TENNIS CHAMPIONSHIP (12/13 – 12/23/08)

Locations: University of Miami; Miami-Dade Tropical Park, Biltmore Tennis Center, & Salvadore Park. Now in it's 47<sup>th</sup> year, this youth tournament consistently draws the top boys and girls (12-14 years) from around the world to compete. This year we expect over 1,000 players from over 55 countries. Hotels that have partnered with the tournament for special rates include: Miami Airport Marriott, Biltmore Hotel, Holiday Inn University, Hyatt Summerfield Suites, Homewood Suites.

#### JUNIOR ORANGE BOWL INTERNATIONAL GOLF CHAMPIONSHIP (12/16 – 12/30/08)

Location: Biltmore Golf Course

250 of the world's best junior amateur golfers ages 18 and under from 39 countries and throughout the USA tee-off in the 45<sup>th</sup> annual golf tournament that is considered the "masters of junior golf." The Biltmore Hotel arranges special room rates for participants.

#### JUNIOR ORANGE BOWL INTERNATIONAL SPORTS ABILITY GAMES (12/04 – 12/06/08)

Locations: City of Miami Shake-A-Leg Docks, Miami Springs Aquatic Center and Miami-Dade Tropical Park Athletic Field. Our Sports Ability Games for the physically challenged athletes between 6 -17 years of age includes a sailing regatta, swimming, track & field and professional clinics for these athletes. Teams will come from Canada, Israel and throughout the USA.

#### NATIONAL GIRLS AND BOYS BASKETBALL CLASSICS (12/27, 12/29, 12/30/08)

Location: Miami-Dade College, Kendall Campus Gymnasium, Miami.

Girls and boys basketball teams from Virginia, Pennsylvania, Ohio, North Carolina, West Virginia, Washington DC, and Florida will compete against teams from Miami-Dade County High Schools.

#### INTERNATIONAL CHESS CHAMPIONSHIP (12/27 – 12/29/08)

Location: Embassy Suites Hotel, Miami International Airport

Growing in scope every year, the International Chess Championship attracts children and chess teams from Ecuador, Russia, Italy, Spain, Panama, Peru, Venezuela, Jamaica, Trinidad/Tobago, Barbados, and Canada. The Embassy Suites Hotel offers participants special room rates.

#### JUNIOR ORANGE BOWL ICE HOCKEY TOURNAMENT (1/16 TO 1/19/08)

Location: Kendall Ice Arena, 10355 Hammocks Blvd., Miami.

This premiere tournament will host 20 youth ice hockey teams with 5 age divisions from within Florida. This event is sanctioned and regulated by USA Hockey and Statewide Amateur Hockey of Florida (SAHOF). This will be the second youth ice hockey tournament in Miami-Dade County hosted by the Junior Orange Bowl Festival.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>2</u>	8,000				8,000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>1</u>	4,000				4,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY		5,000		3,000		2,000	800
PRINTING		2,800				2,800	1,200
POSTAGE		1,900				1,900	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		4,400				4,400	1,500
EQUIPMENT PURCHASE		500				500	
SPACE RENTAL		14,000		5,000		9,000	20,000
INSURANCE		3,000				3,000	
UTILITIES		3,300				3,300	
SUPPLIES/MATERIALS		5,000				5,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	OFFICIALS & REFEREES	20,000		5,000		15,000	
	FOOD FOR PARTICIPANTS	4,000				4,000	500
	AWARDS & TROPHIES	7,000		2,000		5,000	
	T-SHIRTS FOR PARTICIPANTS	15,000				15,000	500
	SECURITY	1,300				1,300	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**15,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**99,200**

**15,000**

**84,200**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**24,500**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 123,700**

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	4,000		
CONTRACTED SERVICES			
TUITIONS	64,400		
CORPORATE SUPPORT	1,800		
FOUNDATION SUPPORT	5,000		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL <u>City of Coral Gables</u>		20,000	CORAL GABLES GRANT
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Merchandise Sales	9,000		
Printing		1,200	IDEA GRAPHIX
Equipment Rental		1,500	ROXY PRODUCTIONS
Space Rental		1,800	UNIVERSITY OF MIAMI
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**99,200**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**24,500**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 123,700**

\* Sum of #49 Cash & #50 In-kind

---

	Agenda Item No.:	H-1
<b><u>ORGANIZATION:</u></b> Excel Events and Productions, LLC	<b><u>GRANT REQUEST:</u></b>	\$15,000
<b><u>TITLE OF EVENT:</u></b> Miami International Triathlon	<b><u>RECOMMENDATION:</u></b>	\$5,000

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**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** For Profit

**DATE(S) OF EVENT:** March 13 - 15, 2009

**EVENT LOCATION:** Marine Stadium, 3501 Rickenbacker Causeway

**DESCRIPTION:**

Funds are requested to support the Profile Design Miami International Triathlon on March 13-15, 2009. On its way to becoming one of the largest triathlons in the nation, 1500 athletes will swim 0.9 miles, bike 24.8 miles and run 6.2 miles throughout the beautiful views of the city of Miami.

**HOTEL CONFIRMATION:**

Extended Stay America  
Red Roof Inn  
Best Miami

**OUTSIDE MEDIA:**

Triathlete Magazine

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

N/A

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MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS  
FY 2008-2009 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM APPLICATION

Program Administrator: Nikenna Smart-Benjamin  
111 NW 1st Street, Suite 625 • Miami, FL 33128  
Phone: (305) 375-5092 • Fax: (305) 375-3068  
email: [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)

FY 2008-2009 TOURIST DEVELOPMENT  
COUNCIL GRANTS PROGRAM

TDC/09-\_\_

QUARTER/CATEGORY

- (1) Please check one:  First Quarter (10/01/08-12/31/08)  Third Quarter (04/01/09-06/30/09)  
 Second Quarter (01/01/09-03/31/09)  Fourth Quarter (07/01/09-09/30/09)
- (2) Please check one:  Sports  Special Events/Promotions  Television

ORGANIZATION AND CONTACT INFORMATION

(3) Organization Name (exactly as it appears on Articles of Incorporation):

Excel Events & Productions, LLC

Organization Address: 15190 SW 136th Street, Suite 25

City: Miami State: FL Zip: 33196 Website: <http://www.excel.us.com>

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2007

(7) FEI#: 26 - 0427020 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/10/08 Time: 11:00am

(10) Name: Amaury Da Costa  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Event Director Phone (day): (305) 255 - 6789 ext.

Email: [amaury@excel.us.com](mailto:amaury@excel.us.com) Fax: (305) 255 - 0445 Phone (other): (786) 436 - 5422 ext.

PROJECT INFORMATION

(11) Project Title: M.I.T. - Miami International Triathlon

(12) Starting and Ending Dates: March 13, 14 & 15 (13) Starting and Ending Times: 7am to 4pm

(14) Address or Location of Project: 3501 Rickenbacker Cswy Miami, Florida 33149

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 24

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 Doral
08 Opa-Locka	17 Biscayne Park	26 Virginia Gardens	35 Cutler Bay
09 South Miami	18 El Portal	27 Hialeah Gardens	99 Unincorporated

(16) Miami-Dade Commission District: # 7 Florida State Senate District: # 35

Florida State House District: # 107 U.S. Congress District: # 18

(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience:  White, Not Hispanic  Hispanic  Caribbean  General (no specific emphasis)  
(check only one)  Black, Not Hispanic  Asian  Other (specify): \_\_\_\_\_

(18) Expected Participation (# of individuals): Attending Total: 3,500 Performing/Participating Total: 1,500  
Children: 300 Children:

(19) Primary Population:  Children  At-Risk Youth/Adults  Persons with Disabilities  
(check only one)  Senior Citizens  Minorities  General (no specific emphasis)

## PROJECT DETAILS

PLEASE RESPOND TO THE FOLLOWING QUESTIONS IN THE ORDER IN WHICH THEY ARE LISTED. Please do not exceed the space allotted.

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? How will it attract tourists to Miami-Dade County? When will it take place? How many event(s) are planned? Where will the event(s) take place? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

### USE THIS SPACE ONLY

The MIT - Miami International Triathlon - is an Olympic distance Triathlon event where participants will swim 0.9 miles, bike 24.6 miles and run 6.2 miles throughout the beautiful views of the City of Miami. The Marine Stadium parking lot will serve as the official event venue, hosting event's activities such as START/FINISH line, 3 days of Multi-sport EXPO for event sponsors and local businesses, and lots of FOOD & REFRESHMENTS for all event participants and family.

Taking place during the cool spring of Florida (March 13, 14 & 15 2009), the MIT marks the national triathlon calendar as the "season opener", bringing athletes from 35+ US States and 20 different nationalities. For 2009 – only the second year of its existence, the MIT has been awarded the title of National Qualifier Event by the US Triathlon Federation for the US National Age Group Championship race, quickly making it a "must go" destination event for amateur and professional athletes of all levels.

The continuous and fast success of the MIT as a top triathlon event in the nation (*Inside Triathlon* magazine named the MIT "#1 Editors Pick" event for 2008) is the result of great efforts by Excel Events & Productions LLC (owners and organizers of the event). By setting higher quality event production standards and smart & creative promotional campaigns, Excel EP is establishing the MIT as a classic annual event, following similar models such as the NYC Triathlon which has nearly 4,000 participants and the Chicago Triathlon which is the largest in the world with 8,000+ participants.

In addition to the dedication of its organizers, the MIT also relies on the support of sponsoring organizations for its success. The 2009 MIT already has 11 companies that committed to help with either in-kind products/services or monetary support, including many so. Florida established companies such as Miami Seaquarium & Mr. Pretzels, and a leading brand of triathlon equipment as the Title Sponsor (Profile Design). Along with the increasing support from sponsoring organizations, TDC funding will greatly help the event towards some of the increasing costs associated with marketing and production.

**PROJECT EXPENSE BUDGET 2008-2009**

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Costs" category above \$5,000. Note: Total project expenses and revenues must equal.

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:						
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	15		10,000		10,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	30		5,000		5,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				18,134		9,067	
PRINTING				18,098		5,933	3,375
POSTAGE				200		200	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				47,328		47,328	2,400
EQUIPMENT PURCHASE							
SPACE RENTAL				4,028		4,028	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS				700		700	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
FOOD EXPENSES				6,421		6,421	11,000
CITY FEES (POLICE/FIRE/PARKS/WASTE)				15,082		15,082	
PRIZES (CASH PURSE/MEDALS/TROPHIES)				30,380		30,380	9,362
USA TRIATHLON FEDERATION FEES				1,548		1,548	
HOTELS EXPENSES (STAFF + REFEREES)				2,950		2,950	
MASTER OF TRAFFIC (MOT) PLAN				500		500	

(44) GRANT AMOUNT REQUESTED \*\*  
(MUST EQUAL #48 ON PAGE 8)

**\$ 15,000**

(45) TOTAL CASH EXPENSES  
(MUST EQUAL #49 ON PAGE 8)

**\$ 160,369** = **15,000** + **145,369**

(46) TOTAL \*IN-KIND CONTRIBUTIONS  
(MUST EQUAL #50 ON PAGE 8)

Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

**\$ 26,137**

(47) TOTAL PROJECT EXPENSES  
(MUST EQUAL #51 ON PAGE 8)

**\$ 186,506**

Sum of #45 Cash & #46 In-kind

\* In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties which consist of real property or the value of goods and services.

\*\* For NEW/FIRST TIME and ONGOING Projects, "Grant Amount Requested" may not exceed request cap which is based on Total Project Budget (cash expenses + no more than 25% in-kind)

- Division A - Total Project Budget of \$50,000 or less may request up to \$5,000
- Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000
- Division C - Total Project Budget above \$250,000 may request up to \$25,000

**PROJECT REVENUE BUDGET 2008-2009**

List all project related revenues. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with an itemized budget for any items in the "Other Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	88,369		
CONTRACTED SERVICES		2,400	HELICOPTERS OVER MIAMI
TUITIONS			
CORPORATE SUPPORT	57,000	23,737	VARIOUS COMPANIES
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
_____			
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15,000</b>		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7)

**\$ 160,369**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7)

**\$ 26,137**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7)

**\$ 186,506**

\* Sum of #49 Cash & #50 In-kind