



# **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

June 2, 2009  
As Advertised

Harvey Ruvim, Clerk  
Board of County Commissioners

Diane Collins, Acting Division Chief  
Clerk of the Board Division

Karen Harrison, Commission Reporter  
(305) 375-1296



**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
June 2, 2009**

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 June 2, 2009. There being present Chairman José "Pepe" Diaz and members, Mr. Stuart Blumberg, City of Miami Beach Mayor Mattie Herrera Bower; Mr. Juan Carlos Palacios; and Mr. William Perry III (City of Miami Commissioner Michelle Spence- Jones; Ms. Olga Ramudo and Ms. Carmen Corvois-Roig were absent).

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

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

Chairman Diaz called the meeting to order at 8:21 a.m.

**I. Additions, Deletions, Withdrawals**

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

Mr. Spring noted the names of the members and that three conflicts of interest for today's (6/2) agenda were as follows: Mayor Bower and Chairman Diaz, Agenda Item VI.B-3 - Greater Miami Convention and Visitors Bureau Inc.; Chairman Diaz, Agenda Item VI.E-1 - Miami Overseas Chinese Association, Inc., and Agenda Item VI.E-2 - Miami-Dade Sports Commission, Inc. He also noted that without the foregoing members participating these items could not be voted on today due to a lack of quorum.

Chairman Diaz noted that the next TDC meeting would require attendance of the members in order to move forward with this voting process.

Mr. Spring suggested that the recommended awards submitted by the TDC Subcommittee regarding applicants that had a conflict of interest in today's meeting be carried over into the fourth quarter for approval of the TDC Council.

Chairman Diaz recommended that a special meeting be called in order to expedite those recommendations, rather than delaying the process until the next quarter.

Chairman Diaz noted for the record that all TDC Council members be contacted in order to schedule a special meeting within the following two weeks.

### **III. Items for Approval**

#### **A. Minutes of the April 16, 2009 Meeting**

It was moved by Mr. Stuart Blumberg that the minutes of the April 16, 2009 TDC meeting be approved. This motion was seconded by Mayor Mattie Bower, and upon being put to a vote, passed by a unanimous vote of those members present.

### **IV. Reports and Discussion Items**

#### **A. Updated Budget / Financial Position and Funding Recommendations for FY2008-09 Third Funding Period**

Mr. Spring referred to the memorandum budget outline and reported that the Tourist Development Council (TDC) began the fiscal year (FY2008-2009) with a budget that totaled approximately \$1.1 million. He stated that TDC was in the third funding period, and received 31 applications totaling approximately \$543,000.00. Mr. Spring noted 26 applications were non-profits, five (5) were for-profits, eight (8) were from organizations applying for the first time, 17 were for continuing projects, and the 10% reduction formula was applied. Mr. Spring added that six (6) applicants were eligible for the on-going category (organizations that would begin another five year TDC funding cycle).

Mr. Spring noted that the TDC Subcommittee recommended \$543,234.00 in funding for 28 of the 31 organizations and another \$25,000 from the Shoulder Season Fund for the International POW WOW Miami 2009. He also noted the remaining budget for the last quarter of the FY2008-09 totaled \$108,452.00. Mr. Spring pointed out that the funds available in the reserve account to make adjustments for both this quarter and the final quarter, which totaled approximately \$20,300.00.

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

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

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

**VI.A.1 Cuban Classical Ballet of Miami, Inc. Final Recommendation  
\$10,000**

Ms. Regina Moore, a grants writer representing the Cuban Classical Ballet of Miami, Inc., expressed appreciation for the Council's support. She spoke of an event held at the Miami Gusman Center for Performing Arts and noted the press release was outstanding. Ms. Moore noted the need for TDC's continued support in order to keep the event at a high quality and in order to continue providing educational opportunities in the areas of art and dance.

**VI.A.3. Florida Grand Opera Final Recommendation  
\$5,000**

Mr. Justin Moss, representing Florida Grand Opera, noted despite the fact that multiple artists participated and the event was a huge success, the organization needed more support for the Superstar Concert event. He also noted that the decision was made to not continue with this project for the coming season, and when the economy improved, the project would be revisited.

**VI.A.6. Kiwanis Club of Little Havana, Inc. Final Recommendation  
\$18,000**

Mr. Ricardo Gonzalez, representing the Kiwanis Club of Little Havana, Inc., presented an overview of the Calle Ocho Festival. He noted the event impacted Miami with its 30,000 participants. Mr. Gonzalez also noted the organization would be hosting a summer camp for 200 youth. He expressed appreciation to the Council for its support.

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

**VI.B.5. Musical Arts Association on Miami, Inc. Final Recommendation  
\$10,000**

Ms. Sandi Macdonald, representing the Musical Arts Association on Miami, Inc., noted the success of the Cleveland Orchestra Miami Residency event as well as the article published in a magazine regarding the Cleveland Orchestra. She noted she was thankful for the support of the TDC.

**C. Special Events/Promotions (For-Profit) – First Time**

**VI.C.1. Nueva Entertainment, LLC Final Recommendation  
\$3,000**

Ms. Angelina Villapiano, representing the Nueva Entertainment, LLC, provided an overview of the Globailé event that was aired on the internet and viewed internationally. She noted the organization wanted this event to display the rich culture of Miami and to make it an ongoing project. Ms. Villapiano expressed appreciation for the support of the TDC.

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

**VI.D.1. City Theatre, Inc. Final Recommendation  
\$5,000**

Ms. Stephanie Norman, representing the City Theatre, Inc., appeared before the Council and presented a brief overview of the Summer Shorts 2009 Festival. She noted the event had good

reviews and requested additional funding because of the increase in youth attendance and because artwork by some children would be featured for one month while others performed in a play.

**VI.D3. Inffinito Art and Cultural Foundations, Inc. Final Recommendation  
\$10,000**

Ms. Julliano Zanon, representing the Inffinito Art and Cultural Foundations, Inc. appeared before the Council and expressed her appreciation for their support. She also informed the Council members that the organization was featuring films that could be viewed for free on their website.

**VI.D5. Rhythm Foundation, Inc. Final Recommendation  
\$5,000**

Ms. Laura Quinlan, founder of Rhythm Foundation, Inc., appeared before the Council and presented a brief overview of the Transatlantic Festival 2009 event. She spoke about the organization's marketing efforts to ensure that it was cultural event. Ms. Quinlan expressed appreciation for the support of the TDC.

**E. Sport (Non-Profit) - Continuing**

**VI.E1. Miami Overseas Chinese Association, Inc. Requested  
\$25,000**

Mr. Joe Chi, representing Miami Overseas Chinese Association, Inc., appeared before the Council and presented a brief overview of the Miami Hong Kong Dragon Boat Festival event. He noted the event was featured in Spain and had national participation. Mr. Chi noted he was thankful for the support of the TDC. He also noted that the organization contributed \$100,000 to support the Red Cross and helped 160 youth to learn dragon boating.

**VI.E2. Miami-Dade Sports Commission, Inc. Requested  
\$25,000**

Mr. Mike Sophia, representing the Miami-Dade Sports Commission, appeared before the Council and presented a brief update of the 2009 USA Junior Olympic Volleyball Championships event. He noted 778 teams were confirmed for this event, estimating a total of 17,000 people in attendance, and that the event would be held from June 23<sup>rd</sup> to July 5<sup>th</sup>.

**F. Sports (Non-Profit) – First Time**

**VI.F1. United States Volleyball Association Final Recommendation  
\$15,000**

Mr. Mike Sophia, representing the United States Volleyball Association, presented a brief overview of the 2009 Women's VII Pan American Cup Championships event. He noted the event would feature the 12 best women's volley ball teams from North, Central and South America. Mr. Sophia thanked the Council members for their support.

In response to Mr. Blumberg's inquiry regarding whether 36,000 contracted hotel rooms were current numbers, Mr. Sophia noted that the report had been updated and this was the projected number of countywide hotels.

**G. Sports (Non-Profit) – Ongoing**

**VI.G1. Greater Miami Billfish Tournament Final Recommendation  
\$10,000**

Ms. Judy Bradley-Layne representing Greater Miami Bill Fish Tournament appeared before the Council and gave a presentation regarding the Yamaha Contenders Miami Billfish Tournament event. She noted the event had countrywide participation and received local and national media coverage. Ms. Bradley-Layne also noted the organization wanted to continue to promote South Florida as the “Sports Fishing” area of the state. He added that organization sponsored 60 disadvantaged youth and other students to go on a fishing trip.

**H. Sports (For-Profit) – Continuing**

**VI.H1. Mad Dog Mandich Fishing Classic, LLC Final Recommendation  
\$5,000**

Ms. Judy Bradley-Layne representing Mad Dog Mandich Fishing Classic, LLC appeared before the Council and gave a brief presentation regarding the Publix Mad Dog Mandich Fishing Classic event. Ms. Layne noted the organization’s goal was to give back to the community. She also spoke of the organization’s effort to work with disadvantaged children and of the organization’s paralysis program.

**VI.H3. The Polo Life, LLC Final Recommendation  
\$6,700**

Ms. Lacy Abbott representing The Polo Life, LLC appeared before the Council and made a presentation regarding the Polo Miami Beach World Cup V event. She noted that the organization had added a South Beach Women’s Polo Tournament for the first time and the event had national media coverage. Ms. Abbott pointed out that the organization gave support to other community services. She also expressed appreciation for the support of TDC.

**J. Special Events/Promotions (Government) – Continuing**

**VI.J1. Miami-Dade Office of Film and Entertainment Final Recommendation  
\$13,500**

Ms. Annie Perez representing Miami-Dade Office of Film and Entertainment appeared before the Council members and gave a presentation regarding the FilMiami Marketing Campaign including Collateral and Promotional Items event. She expressed appreciation for the support of TDC and requested additional funding for marketing efforts to do more productions.

It was moved by City of Miami Beach Mayor Mattie Bower that the FY2008-09 Third Quarter Funding, as recommended by the TDC subcommittee; and the following items, with the exception of Agenda Items B3, E1, and E2, which had a conflict of interest, be approved. This motion was seconded by Mr. Blumberg, and upon being put to vote, passed 5-0. (City of Miami Commissioner Michelle Spence- Jones, Ms. Olga Ramudo and Ms. Carmen Corvois-Roig were absent).

Agenda Item No.	Organization Name	Final Recommendation
-----------------	-------------------	----------------------

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

VI.A-2	Entertainment Industry Incubator, Inc.	\$5,400
VI.A-4	Florida International University for the Board of Trustees for the benefit of the Department of Intercollegiate Athletics	\$15,750
VI.A-5	Hispanic Theater Guild Corporation	\$5,600
VI.A-6	Kiwanis Club of Little Havana, Inc.	\$18,000
VI.A-7	Miami Momentum Dance Company, Inc.	\$7,290
VI.A-8	Miami River Fund, Inc.	\$7,200
VI.A-9	Miami Dade Public Library Foundation, Inc.	\$11,250
VI.A-10	Michael-Ann Russell Jewish Community Center, Inc.	\$5,000
VI.A-11	Virginia Key Beach Park Trust	\$13,500

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

VI.B-1	Dade Community Foundation f/a Miami Beach Gay Pride, Inc.	\$5,000
VI.B-2	Galata, Inc. f/a Haitian Historical Academy	\$5,000
VI.B-4	Ground Up and Rising, Inc.	\$3,500

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

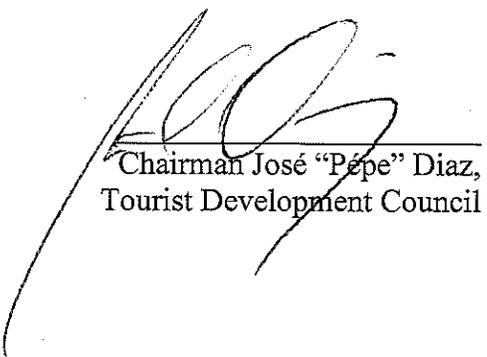
VI.D-2	Galata, Inc.	Deferred
VI.D-4	Patrons of Exceptional Artists, Inc.	\$3,000

**H. Sports (For-Profit) – Continuing**

VI.H-2	Michael Epstein Sports Productions, Inc.	\$13,200
--------	------------------------------------------	----------

**Adjournment**

There being no further business to come before the TDC, the meeting was adjourned at 8:49 a.m.



Chairman José "Pepe" Diaz,  
Tourist Development Council





**Tourist Development Council**  
**Panel Meeting**  
**Tuesday, June 2, 2009 8AM**  
**Stephen P. Clark Center**  
**111 NW First Street**  
**Citizens Independent Transportation Trust**  
**10<sup>th</sup> Floor, Back Conference Room**  
**Miami, Florida**

**Citizens' Presentations**

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

	Request	Subcommittee Recommendation
✓ 1. Cuban Classical Ballet of Miami, Inc. <i>Regina Moore</i>	15,000	10,000
✓ 3. Florida Grand Opera <i>Justin Moss</i>	15,000	5,000
✓ 6. Kiwanis Club of Little Havana, Inc. <i>Ricardo Gonzalez</i>	25,000	18,000

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

3. Greater Miami and Convention and Visitors Bureau, Inc. <i>Rolando Aedo</i>	25,000	25,000
✓ 5. Musical Arts Association on Miami, Inc. <i>Sandi Macdonald</i>	25,000	10,000

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

✓ 1. Nueva Entertainment, LLC <i>Angelina Villapiano</i>	25,000	3,000
-------------------------------------------------------------	--------	-------

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

✓ 1. City Theatre, Inc. <i>Stephanie Norman</i>	25,000	5,000
✓ 3. Inffinito Art and Cultural Foundation, Inc. <i>Juliana Zanon</i>	25,000	10,000
5. Rhythm Foundation, Inc. <i>Laura Quinlan</i>	15,000	5,000

	<b>Request</b>	<b>Subcommittee Recommendation</b>
<b>E. Sports (Non-Profit) - Continuing</b>		
✓ 1. <b>Miami Overseas Chinese Association, Inc.</b> <i>Joe Chi</i>	<b>25,000</b>	<b>10,000</b>
✓ 2. <b>Miami-Dade Sports Commission, Inc.</b> <i>Mike Sophia</i>	<b>25,000</b>	<b>8,000</b>
<b>F. Sports (Non-Profit) – First Time</b>		
✓ 1. <b>United States Volleyball Association</b> <i>Mike Sophia</i>	<b>25,000</b>	<b>15,000</b>
<b>G. Sports (Non-Profit) - Ongoing</b>		
✓ 1. <b>Greater Miami Billfish Tournament</b> <i>Judy Bradley-Layne</i>	<b>15,000</b>	<b>10,000</b>
<b>H. Sports (For-Profit) – Continuing</b>		
✓ 1. <b>Mad Dog Mandich Fishing Classic, LLC</b> <i>Judy Bradley-Layne</i>	<b>5,000</b>	<b>5,000</b>
✓ 3. <b>The Polo Life, LLC</b> <i>Lacy Abbott</i>	<b>25,000</b>	<b>6,700</b>
<b>J. Special Events/Promotions (Government) – Continuing</b>		
✓ 1. <b>Miami-Dade Office of Film and Entertainment</b> <i>Annie Perez</i>	<b>13,500</b>	<b>13,500</b>

**Adjournment**



## MEMORANDUM

Date:

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

From: Michael Spring, Director  
Department of Cultural Affairs

Subject: Budget Recommendations for  
FY 2008-2009 Third 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 five (5) FY2007-2008 grants were returned to the TDC. A total of \$94,088 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 *aff/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; 12) Monumental World, Inc., *MONUMENTAL* - \$10,000; 13) City of Sweetwater, *Sweetwater Festival* - \$10,000; Viernes Culturales, Inc., *Viernes Culturales* - 15,000. These recaptured funds increased the total budget for FY2008-2009 to \$1,138,452.

### 3<sup>rd</sup> Funding Period Overview

There are thirty-one (31) applications requesting a total of \$543,050 for the third quarter funding period. Of these 31 applications, twenty-six (26) are from nonprofit organizations requesting a total of \$459,850; and five (5) applications are from for-profit organizations requesting \$83,200.

Eight (8) of these 31 organizations represent New and/or First-time projects to the Tourist Development Council; seventeen (17) are Continuing projects; and six (6) 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, staff recommendations did not exceed \$25,000 for any of the projects considered. The recommendations included in this TDC agenda package reflect the consensus achieved at the Subcommittee meeting.

**Recommended Allocation for this Funding Period**

A total of \$234,890 has been recommended for 28 organizations and \$25,000 from the Shoulder Season fund is being recommended for the International POW WOW Miami 2009 by the TDC staff for this third funding period. After careful consideration, one (1) organization withdrew its application and one (1) organization was deferred to a later funding period. The remaining balance for the program as appropriated at the beginning of the year is \$108,452. In addition, the Shoulder Season Fund of \$20,300 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 40	\$
Second Funding Period	238,208		24,592		262,800 36	
Third Funding Period	173,682		56,508	29,700	259,890 29	
Fourth Funding Period	108,452					108,452
Reserve	100,000					
Set-Aside Grants	116,400					
Shoulder Season Fund	50,000					20,300
<b>TOTAL</b>	<b>\$1,138,452</b>	<b>\$ 116,400</b>	<b>100,000</b>	<b>29,700</b>	<b>\$1,009,700 105</b>	<b>\$ 128,752</b>

In reviewing the applications recommended for funding, staff 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 staff 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  
Third Funding Period**

**BUDGET UPDATE CHART**

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY2008-2009					<b>\$1,113,452</b>
Total Allocation for First Funding Period					<b>\$487,010</b>
Total Allocation for Second Funding Period					<b>\$262,800</b>
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 103,990 (11)	\$ 42,900 (5)	N/A	\$ 13,500 (1)	\$ 160,390 (17)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 23,000 (4)	\$ 10,000 (1)	N/A	N/A	\$ 33,000 (5)
New and/or First-time Projects - Recommended Amounts (# of requests)	\$ 51,500 (6)	\$ 15,000 (1)	N/A	N/A	\$ 66,500 (7)
<b>Total Recommended for Second Funding Period (# of requests)</b>	<b>\$ 178,490 (21)</b>	<b>\$ 67,900 (7)</b>	<b>N/A</b>	<b>\$ 13,500 (1)</b>	<b>\$ 259,890 (29)</b>
<b>Balance Remaining (4<sup>th</sup>+ Shoulder Season Fund)</b>					<b>\$ 128,752</b>

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



Tourist Development Council

MEMORANDUM

TO: Tourist Development Council Members
FROM: Honorable José "Pepe" Diaz
Chairperson
Tourist Development Council

DATE: June 2, 2009
SUBJECT: Tourist Development Council FY2008-2009 Third Quarter Funding Meeting

The Tourist Development Council's FY2008-2009 Third Quarter Funding Meeting has been scheduled for Tuesday, June 2 at 8:00 am. Please note that the hearing is scheduled to take place at the Stephen P. Clark Center, located at 111 NW First Street. The meeting will be held on the tenth floor in the Citizens Independent Transportation Trust's conference room. To this effect, I am enclosing the agenda package for this meeting.

TDC Members: Stuart L. Blumberg
Mayor Matti Herrera Bower
Carmen Corvos-Roig
Juan Carlos Palacios
Commissioner Michelle Spence-Jones
William Perry, III
Olga Ramudo

CLERK OF THE BOARD
2009 MAY 29 PM 3:41
CLERK, CIRCUIT CL COUNTY COURTS
DADE COUNTY, FLA.
#1

c: Honorable Carlos Alvarez, Mayor
George M. Burgess, County Manager, Miami-Dade County
Marlene Avalo, Legislative Analyst, Office of the Chairperson
Alex Muñoz, Assistant County Manager
Stephen A. Stieglitz, Assistant County Attorney
Michael Spring, Director, Department of Cultural Affairs
Kay Sullivan, Director, Clerk of the Board Division
Willis C. Patterson, Finance Department
Amanda Jayska, Budget Analyst, Office of Management and Budget
Judi Zito, Director, Government Information Center
William Talbert, President and Chief Executive Officer, Greater Miami Convention and Visitors Bureau
Al West, Vice President, Finance, Greater Miami Convention and Visitors Bureau

# Town & Country

ESTABLISHED IN 1846

MIAMI'S  
SIZZLING  
ART  
SCENE

INA  
GARTEN  
IN PARIS

A PRINCE  
AMONG  
JEWELERS

PLUS:  
THE  
ULTIMATE  
WINE  
CELLAR

BROOKE  
SHIELDS  
IN FABULOUS  
HOLIDAY  
FASHIONS

NOVEMBER 2008 \$4.50



Brooke Shields in  
Christian Dior

# MIAMI HEAT

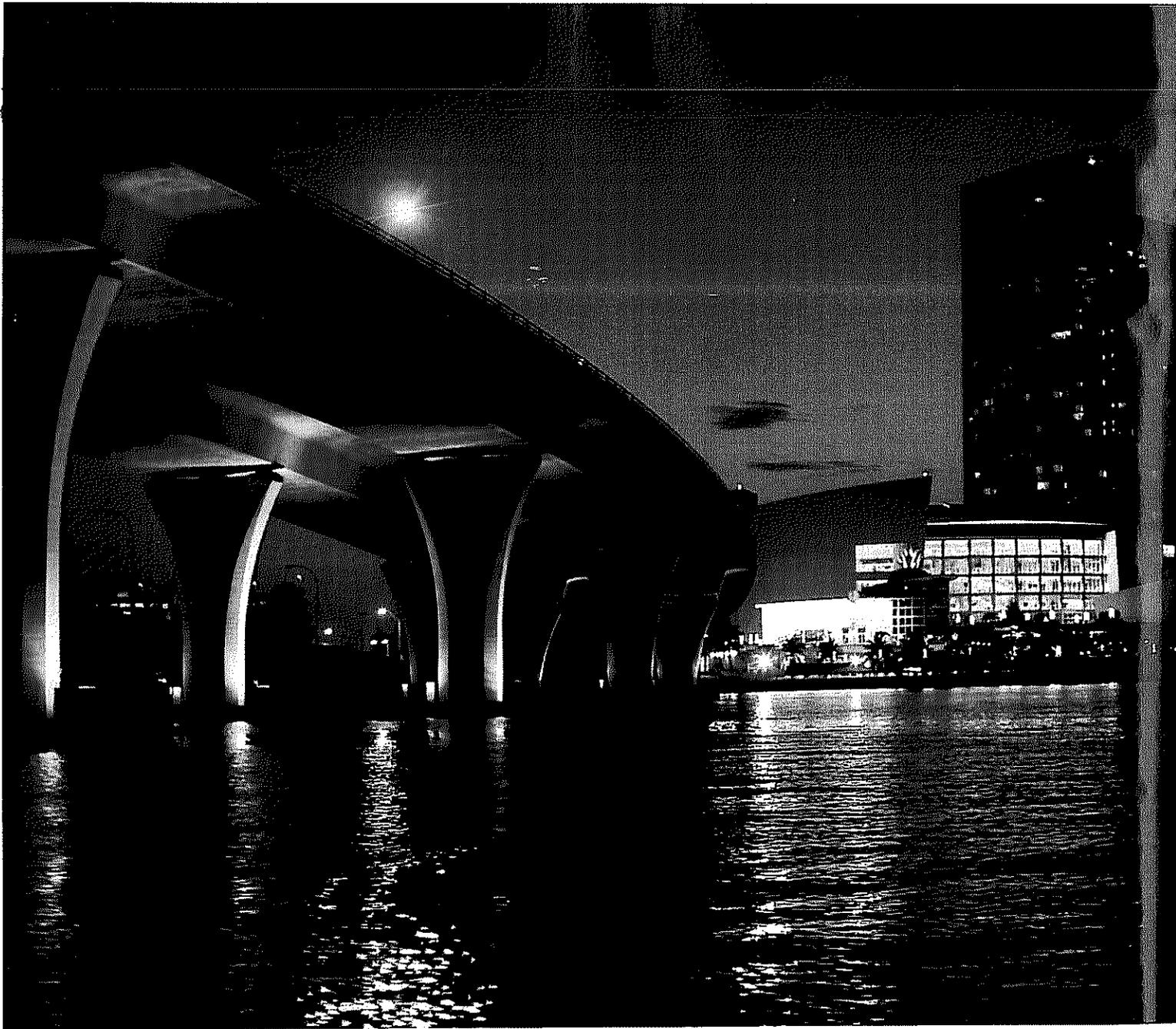
A CITY SIZZLES AS ITS CULTURAL DREAMS BECOME REALITIES

BY CHARLES MICHENER





**Rosa de la Cruz**, one of the city's most visible contemporary art collectors, at home in Key Biscayne with Marco Boggio-Sella's *Benefactor*, part of a 2004 installation by Assume Vivid Astro Focus (a.k.a. Eli Sudbrack). Opposite: **Cathy Vedovi**, part owner of the Miami branch of Galerie Emmanuel Perrotin, with Jean-Michel Othoniel's *Salon Ottoman* (2002) in the gallery's garden.



**In recent years,** perhaps no other American city has experienced anything like Miami's dramatic demographic shift. During the magical remaking of a once-shabby Art Deco district into hedonistic South Beach, the average age of Miami and Miami Beach residents dropped from sixty-eight in 1980 to thirty-nine in 2002. But that's only part of the story. Alberto Ibarguen, president of the city's biggest philanthropic organization, the John S. and James L. Knight Foundation, points to another significant development: "Until fairly recently, old Miami's wealth was concentrated among Northerners who wintered here and left their money to institutions back home in St. Louis or Detroit. Today's wealth belongs to people who have made their fortunes here—and they're giving it back to Miami."

To put a finer point on it, they're supporting local cultural development as never before. Throughout the Miami metropolitan area, the established arts institutions are in an expansion mode. In Miami Beach the New World Symphony has broken ground on a \$150 million home designed by Frank Gehry. Launched in 1987 by conductor Michael Tilson Thomas and the late Ted Arison, founder of Carnival Cruise Lines, the New World Symphony is the country's premier academy for graduate students seeking careers in orchestral music. The Museum of Contemporary Art, in North Miami, is undertaking an \$18 million enlargement and renovation, supervised by Charles Gwathmey, who designed the original complex in 1996. And the Miami Art Museum, long situated in an undervisited facility

**Adrienne Arsht** (right), a sharp-eyed philanthropist with a banking background, helped put Miami's new performing-arts center (left, just west of the MacArthur Causeway) on solid financial footing in its early years. **Martin Margulies** (below) will be one of Miami's busiest citizens next month, when the real-estate developer welcomes art lovers to the Wynwood warehouse that holds his first-rate collection. He keeps George Segal's *Blue Girl on Black Bench* (1977) at home, in Key Biscayne.

downtown, has a new lease on life with the design of a dazzling waterfront facility along Biscayne Bay by Herzog & de Meuron, the distinguished Swiss architectural firm. A sign that local politicians have jumped onto the cultural bandwagon: Miami-Dade County has pledged \$100 million toward the project's total cost of \$220 million.

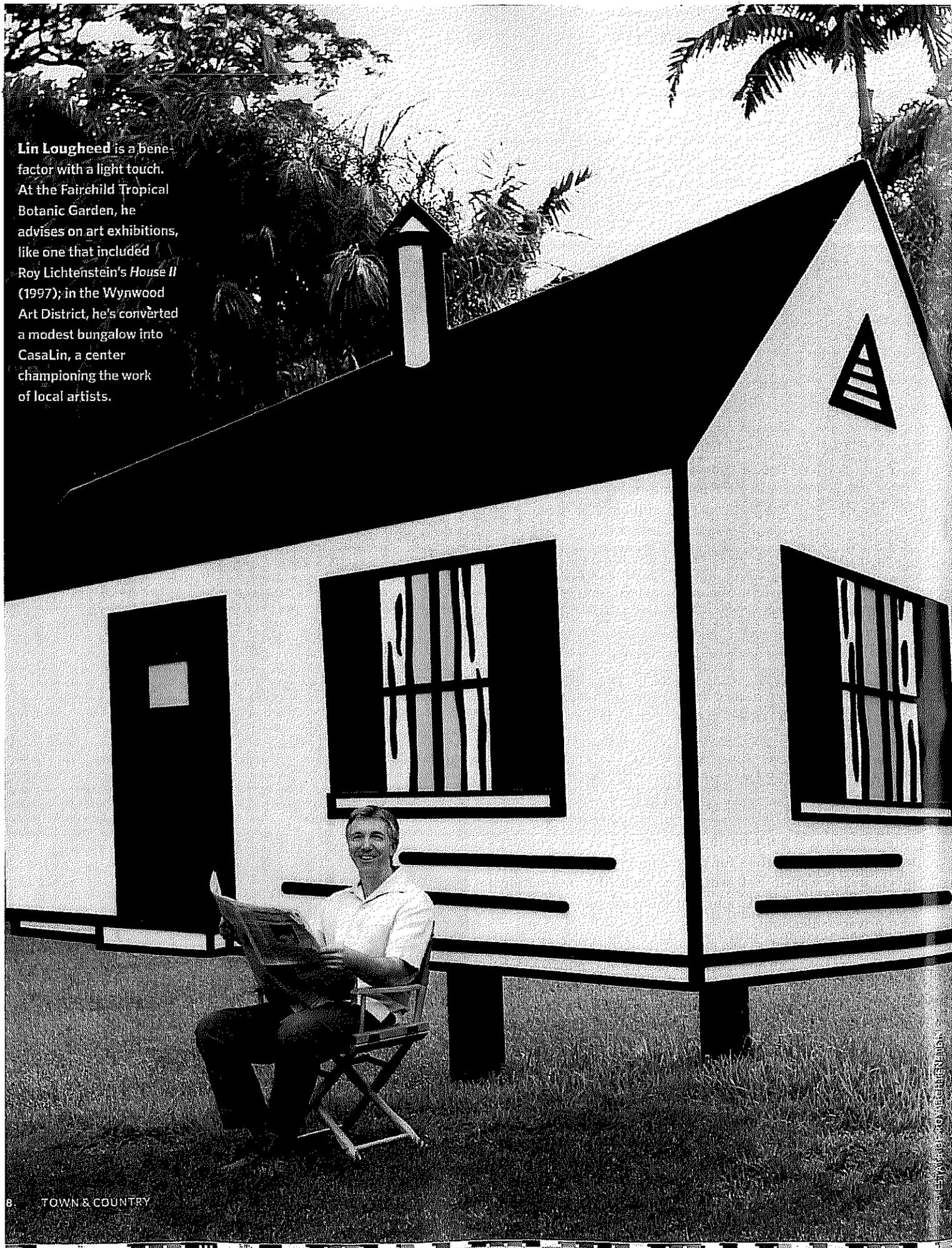
Beyond such grand schemes, entire neighborhoods have been transformed from derelict no-man's-lands into vibrant cultural districts by a few local developers who have shunned the conventional wisdom of tearing down and rebuilding in favor of keeping and transforming—among them Martin Margulies, Tony Goldman and Craig Robins. Robins is the force behind the Design District, a pedestrian-friendly quarter where everything from Fendi Casa furniture to Adidas running shoes by Yohji Yamamoto is on display. Nearby is the Wynwood Art District, formerly a neglected mixed-use neighborhood that is now one of the country's

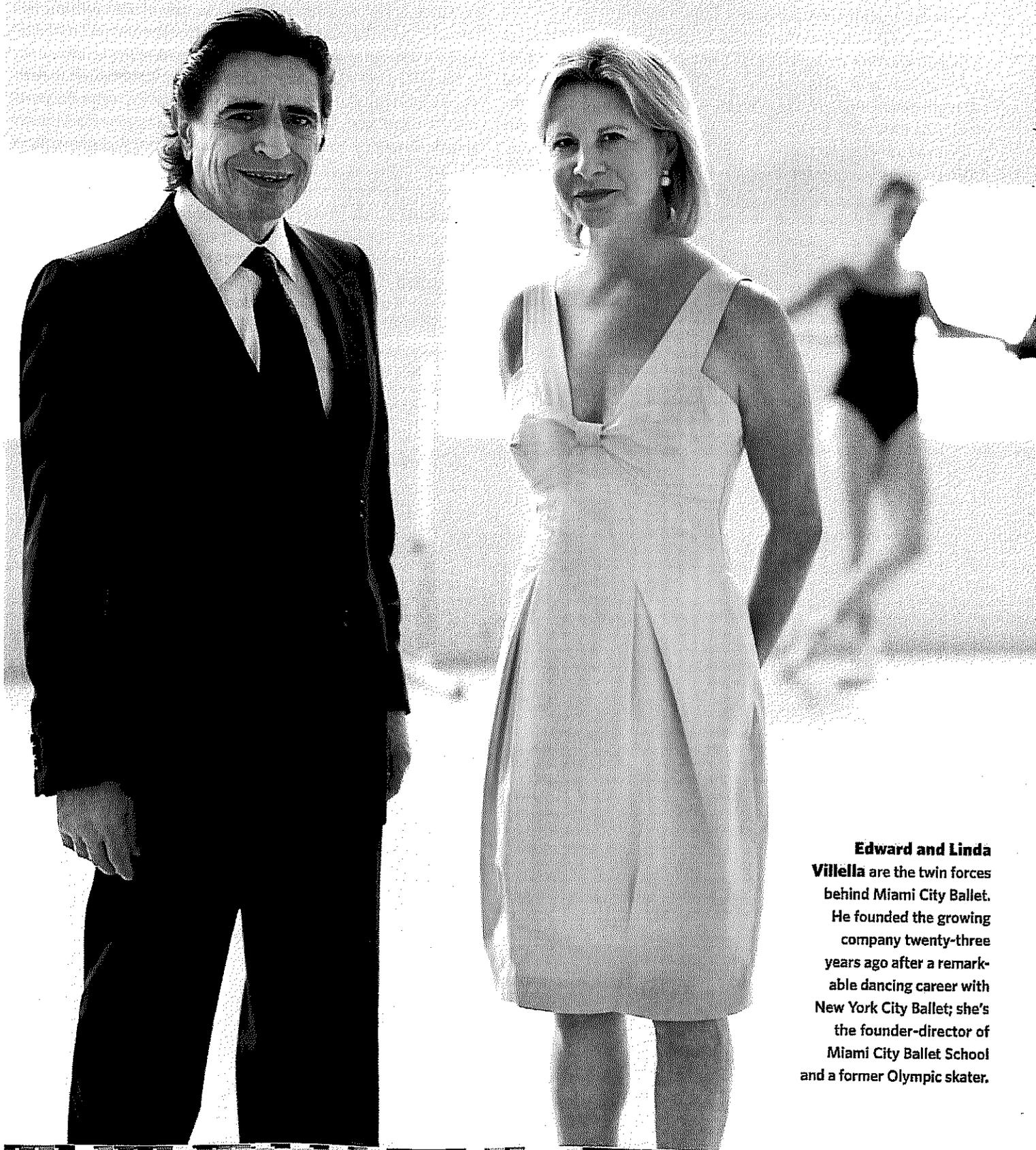
most stimulating centers for contemporary art. The twenty-block area is wall-to-wall with more than fifty international galleries as well as foundations that showcase some of the city's best private collections.

Boosting these remarkable makeovers, of course, has been Art Basel Miami Beach, an offshoot of the prestigious annual modern-and-contemporary-art fair in Switzerland, which arrived at the Miami Beach Convention Center in December 2002. "The Swiss chose this location not just for the winter climate but because it's the portal between the North and South American art markets," says Robert Goodman, a local public-relations guru who was a prime mover in bringing the fair to Miami Beach. "Last year there were 40,000 visitors to the fair and more private jets in town than



**Lin Lougheed** is a benefactor with a light touch. At the Fairchild Tropical Botanic Garden, he advises on art exhibitions, like one that included Roy Lichtenstein's *House II* (1997); in the Wynwood Art District, he's converted a modest bungalow into CasaLin, a center championing the work of local artists.





**Edward and Linda Villella** are the twin forces behind Miami City Ballet. He founded the growing company twenty-three years ago after a remarkable dancing career with New York City Ballet; she's the founder-director of Miami City Ballet School and a former Olympic skater.

there were for the Super Bowl in 2006," says Goodman. "And I'm not even talking about how many attended the twenty-two mini-fairs that have cropped up around the main event." (For details on Miami's winter cultural calendar, see page 224.)

Many of the city's performing-arts groups struggled for years to gain traction with a heavily transient population. Now they are at last on solid ground. Until recently, the Florida Grand Opera poked along as a provincial company. Five years ago the Florida Philharmonic went out of business. But in 2006 the city realized a long-standing dream with the opening of the \$472 million Carnival Center for the Performing Arts, designed by Cesar Pelli. The unprepossessing, bunkerlike facades of the center's two buildings belie their interiors: the splendidly equipped Sanford and Dolores Ziff Ballet Opera House, which gives the re-energized opera company a permanent home and provides a principal performing venue for the widely acclaimed Miami City Ballet; and the soaring, acoustically excellent John S. and James L. Knight Concert Hall. The center now hosts a year-round roster of diverse attractions, from classical music to jazz and pop (liberally spiced with Hispanic flavors), unconventional dance pieces and locally produced avant-garde theater. After a money-

losing first season that was plagued by lax management and parking problems, the complex was renamed the Adrienne Arsht Center for the Performing Arts of Miami-Dade County in recognition of the patron whose rescue gift of \$30 million has brought stability and fresh hope to the center and its long-neglected neighborhood just north of downtown.

Miamians see what's happening as comparable to what Parisians experienced in the 1920s and New Yorkers saw in the post-war '50s and '60s. "As in those cities, the reasons for Miami's artistic flowering are many and varied—the product of a million visions," says developer Robins. "But driving Miami's new dynamism is a handful of like-minded leaders in business, government and the arts who decided to put down roots here and make Miami a real city."

Miami owes much of its current vitality to Fidel Castro's 1959 revolution, which brought many enterprising Cubans to what became the vibrant Little Havana neighborhood. They have now taken their place among the region's civic leaders. When Cuba and the United States finally open their doors to each other, the impact is sure to be explosive. At last spring's Merrill Lynch Arteaméricas, the Miami-based fair for Latin-

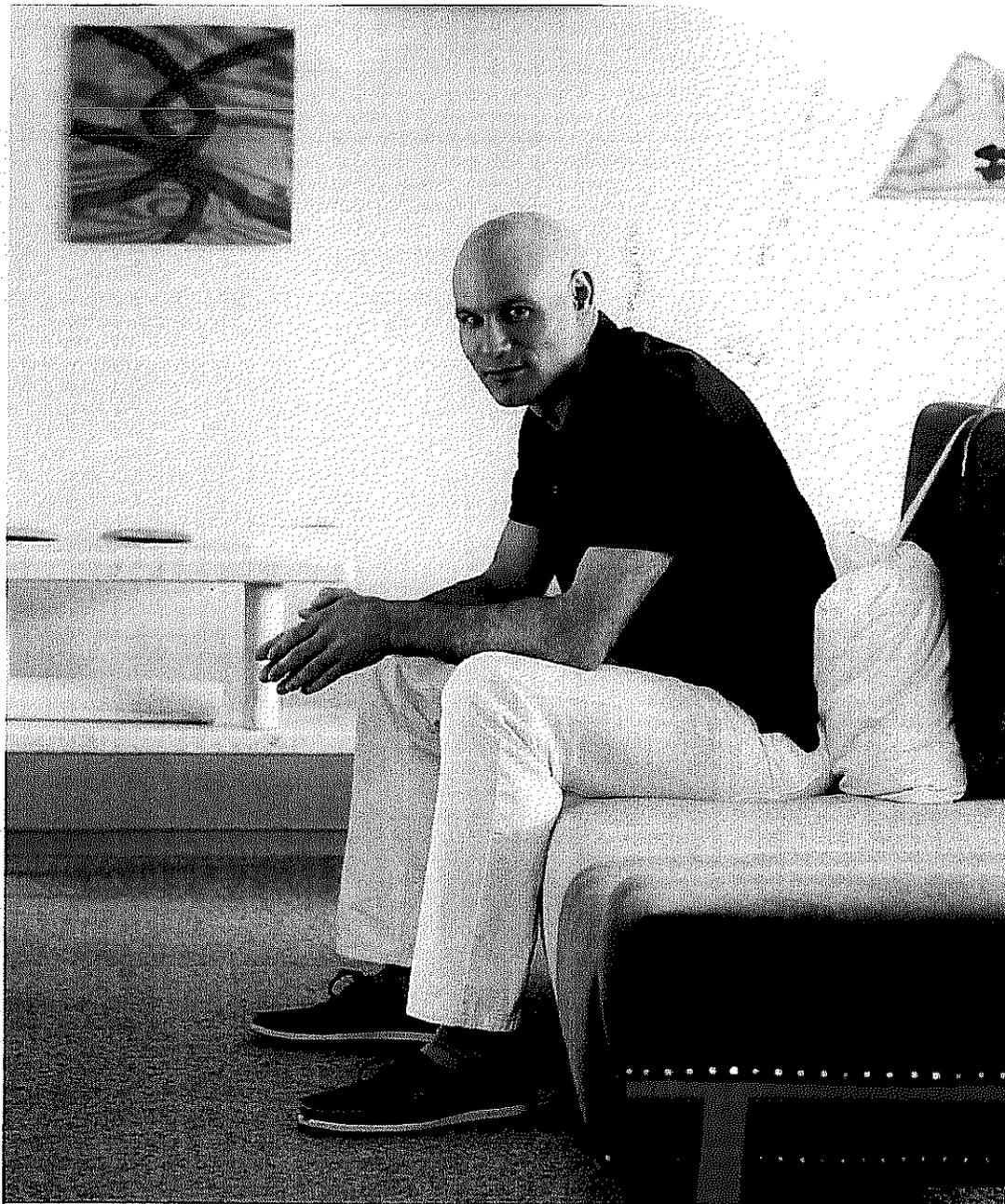


American art that is the premier event of its kind in the U.S., prices were distinctly on the rise. Ramón Cernuda, owner of Coral Gables's Cernuda Arte, the region's oldest gallery for prerevolutionary Cuban work, reported that Cuban paintings were "skyrocketing" to a level he'd never imagined possible.

One of Miami's leading proponents of cultural diversity is Bonnie Clearwater, who's been running the Museum of Contemporary Art (MOCA) since 1997 with an uncanny eye for artists whose work, she says, is "connected by concept and process." In this regard, she adds, "we're very like Miami—an eclectic city that's always in flux." Although MOCA has been staunchly supported by the town's wealthiest collectors, it's anything but elitist. True to its location in the heart of working-class North Miami (it sits comfortably between city hall and the police department), MOCA, says its director, aims to be "a museum for everybody." On a recent weekday afternoon, a dozen teenagers from the neighborhood were gathered in a back room, painstakingly making art under the supervision of local artists. "These kids," says Clearwater, "come here every day after school to gain a better understanding of their own world as well as exposure to a bigger one." Clearwater could be defining Miami's new Zeitgeist when she says, "We believe that through art we can build a community."

This spirit has infected even the august Cleveland Orchestra,

Paris in the twenties, New York in the fifties: **Craig Robins** (above) sees today's Miami in the same rosy light. The real-estate developer and collector takes a break in his office on a Backpack sofa by Hella Jongerius; behind him are elements from *An Arm and a Leg* (2002), by Richard Tuttle. Opposite: Art lines the walls of Robins's offices, designed by John Keenen. Zaha Hadid's *Iceberg* (2006) cuts a sleek figure in front of Rirkrit Tiravanija's *Demonstration Drawings* (2007).



long ranked as one of the world's top symphonic ensembles, which launched a Miami winter residency in 2007. Last season the orchestra's entire run at the Knight Concert Hall was sold out. The Clevelanders have also given master classes at the University of Miami and shared rehearsal skills with the New World Symphony musicians. They have formed a partnership with MOCA to bring music and art closer and have happily consented to play in the pit occasionally for Miami City Ballet in the coming season. "I can't imagine another orchestra of that stature agreeing to such a thing," says Edward Villella, a former superstar with George Balanchine's New York City Ballet, who founded the Miami company in 1985.

The prime movers behind the orchestra's winter residency have been Dan Lewis, a Cleveland insurance executive who



music was played by some of its greatest interpreters. "When the kids gave a standing ovation at the end," Dan recalls, "the tears were rolling down my cheeks."

Not all of Miami's new cultural initiatives have been greeted so enthusiastically. The city has long been made up of high-rolling individualists, and there's a certain wariness about the local government's role in recent arts projects, especially the county's \$100 million bond toward the Miami Art Museum's planned building. The most vocal opponent of the funding pledge is the megacollector Martin Margulies. "The museum has only 300 works, not all of first-rate quality," he says. "How do you start a new museum with that? And the county could better spend the taxpayers' money on more pressing needs, like improving the lives of people in the poor neighborhoods."

The museum's director, Terence Riley, former chief curator of architecture and design at New York's Museum of Modern Art, isn't

retired to Miami, and his wife, Jan. Their proudest moment was an educational concert the Clevelanders gave before a full house of local fifth graders. For an hour, several thousand youngsters sat without fidgeting, enraptured by a funny performance of *Beethoven Lives Upstairs*, in which the composer's greatest

**Terence Riley**, who became director of the Miami Art Museum in 2006, has a mandate from the local Miami-Dade County government to the tune of \$100 million toward the construction of a new headquarters. Behind him at the museum: *Escada Inexplicavel 2* (1999), by Regina Silveira.

daunted by such criticism. "Many local collectors are extremely supportive of the new museum," he says. "This is a community project that will be exciting to build over time."

Margulies believes that the primary job of enriching Miami's art scene belongs to the private sector, and certainly he and other major local collectors of modern and contemporary art—among them Irma and Norman Braman, Mera and Don Rubell, Ella Cisneros-Fontanals, Rosa and Carlos de la Cruz, and Craig Robins—have been extraordinarily generous in sharing their holdings with the public. These Miamians and others >227

# Southern Hospitality

Art patrons exploring Miami's scene, especially during Art Basel Miami Beach, now have more sophisticated choices of where to stay and play.

## Hotels

### Mandarin Oriental, Miami

A popular spa, an intimate pool area and breathtaking views of the Miami skyline and Biscayne Bay make the 326-room Mandarin Oriental, Miami, an ideal resting spot, particularly for health-minded sorts who opt for the Spa Lifestyle rooms, equipped with air-purification systems and in-room fitness equipment, and dine on spa cuisine at the casual Café Sambal. The resort is well-positioned, a ten-minute drive from both South Beach and the Art Basel activity in the Miami Design District; during the event a complimentary Maybach shuttle takes guests to and from the Miami Beach Convention Center. *Double rooms from \$575, suites from \$1,039. 500 Brickell Key Drive; 305-913-8288; mandarinoriental.com/miami.*

**Regent Bal Harbour** Travelers who prefer privacy and some distance from the Art Basel hubbub have an excellent new option in the recently opened Regent Bal Harbour, a serene, sprawling resort fifteen minutes north of Miami Beach. The lavish 124-studio resort, set on 750 feet of pristine beachfront, is a short drive from the tony Bal Harbour Shops, but the property offers more than just retail therapy:

its \$4 million contemporary-art collection includes notable pieces by Ed Moses and Guy Dill. *Double rooms from \$750, suites from \$1,150. 10295 Collins Avenue; 800-545-4000; regentbalharbour.com.*

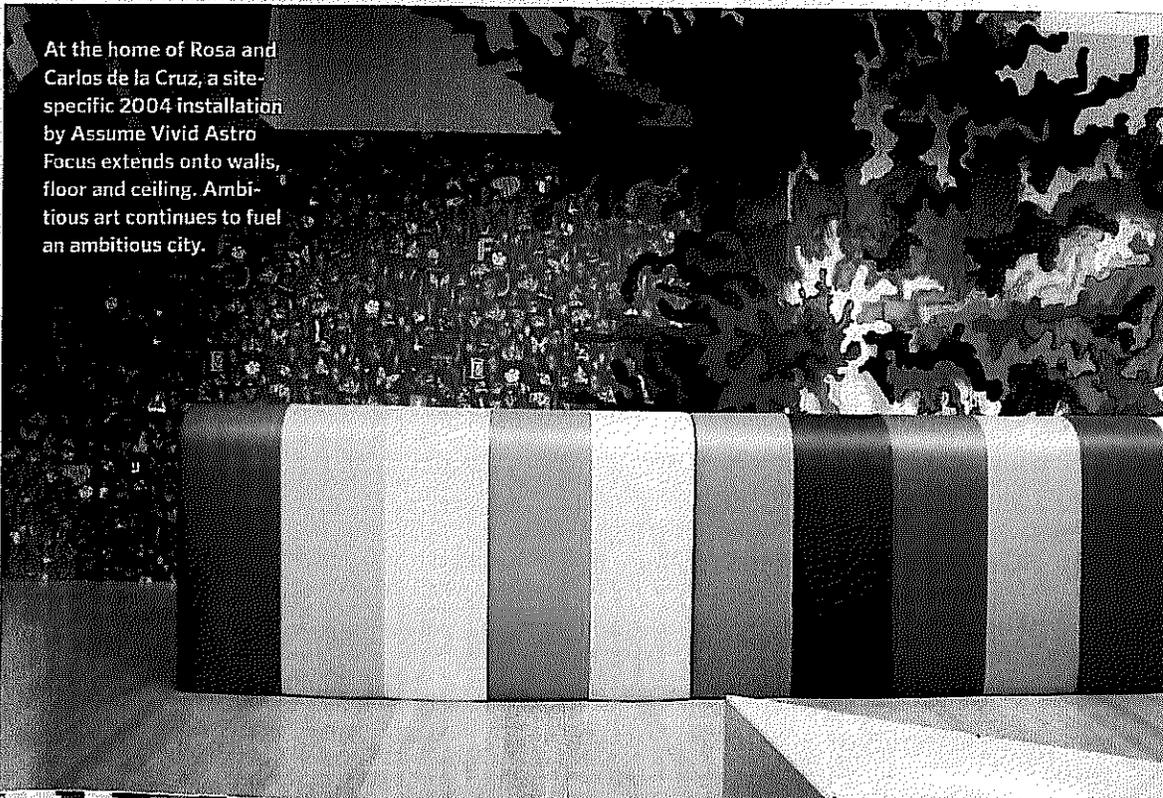
**Setai** Since it opened, three years ago, the eighty-five-room, forty-five-suite Setai has earned a reputation as Miami Beach's most decadent hotel. Dimly lit and richly appointed with slate walls, bronze panels, teak floors and a lavish mother-of-pearl bar, the hotel draws serious collectors and party-loving Art Basel-goers alike, thanks to its quiet but efficient service and prime location (less than three blocks from the Miami Convention Center and close to all the action happening in South Beach). *Double rooms from \$1,070, suites from \$2,270. 2001 Collins Avenue; 305-520-6000; setai.com.*

## Restaurants

**Il Gabbiano** The look may be upscale contemporary, but the entire dining experience at this formal Italian restaurant on Biscayne Bay is old-world. As soon as you're seated, friendly waiters clad in white coats rush over with Parmesan, fried zucchini and bruschetta, then announce classic dishes such as porcini-mushroom ravioli in a creamy Champagne sauce, and veal saltimbocca. If it's warm enough (and it often is), ask to sit on the outside patio. *335 South Biscayne Boulevard; 305-373-0063; ilgabbianomiami.com.*  
**Michy's** At her sixty-five-person, shabby-chic dining room on the city's Upper East Side—what locals call the stretch of Biscayne Boulevard about twenty blocks north of the Miami Design District—homegrown star chef Michelle Bernstein creates

dishes with Latin flair (such as sweetbreads with bacon and sour-orange juice). Entrées are made for sharing, but order Bernstein's famous blue cheese and Serrano ham with fig marmalade, or the creamy polenta with truffle-poached egg and bacon bits, all for yourself. *6927 Biscayne Boulevard; 305-759-2001.*

**Table 8 South Beach** For a sexy South Beach scene sans attitude, this breezy indoor-outdoor hangout at Hotel De Soleil is a sure thing. Hometown chef Govind Armstrong is renowned for his South Florida seafood (try the yellowtail snapper with spicy lobster bisque and fingerling potatoes), but his Niman Ranch grass-fed beef from northern California and globally sourced seasonal produce are equally memorable. *1458 Ocean Drive, Miami Beach; 305-695-4114; table8southbeach.com.* SUZY BUCKLEY



At the home of Rosa and Carlos de la Cruz, a site-specific 2004 installation by Assume Vivid Astro Focus extends onto walls, floor and ceiling. Ambitious art continues to fuel an ambitious city.

# A Season Preview

Culture seekers will find plenty to do in the city on Biscayne Bay this winter.

## Museums

**Miami Art Museum** The work of renowned artist and filmmaker Chantal Akerman gets its first U.S. survey at MAM, now through January 25. *101 West Flagler Street; 305-375-3000; miamiartmuseum.org.*

**Museum of Contemporary Art** Albanian Anri Sala's mesmerizing short videos will be shown December 3 through March 1. *770 NE 125th Street; 305-893-6211; mocanomi.org.*

**Vizcaya Museum & Gardens** Transporting interiors distinguish a 1916 estate on Biscayne Bay. *3251 South Miami Avenue; 305-250-9133; vizcayamuseum.org.*

**Wolfsonian-Florida International University** The Wolfsonian museum presents "American Streamlined Design: The World of Tomorrow" through May 17. *1001 Washington Avenue, Miami Beach; 305-531-1001; wolfsonian.org.*

## Opera, Music and Dance

**Cleveland Orchestra** The orchestra opens the first weekend of its 2009 winter residency (January 30–April 4) with Wagner's *Wesendonck Songs*—in part a study for the composer's opera *Tristan und Isolde*—sung by soprano Measha Brueggergosman. *John S. and James L. Knight Concert*

*Hall at the Adrienne Arsht Center, 1300 Biscayne Boulevard; 305-949-6722; arshcenter.org.*

**Florida Grand Opera** Now settled into its acoustically powerful new home by the bay, the Florida Grand Opera will perform Delibes's *Lakmé* from February 21 to 28 as part of its 68th annual season (November 15–May 16). *Ziff Ballet Opera House at the Adrienne Arsht Center, 1300 Biscayne Boulevard; 800-741-1010; fgo.org.*

**Miami City Ballet** The widely acclaimed company's 2008–2009 repertory season (October 17–April 5) includes a full-length production of Petipa and Gorsky's *Don Quixote* from February 6 to 8. *Ziff Ballet Opera House at the Adrienne Arsht Center, 1300 Biscayne Boulevard; 305-929-7010; miamicityballet.org.*

**New World Symphony** The distinguished young musicians of this academy play the U.S. premiere of two works by Irish composer Gerald Barry during "Accents from the British Isles," on November 22, as part of their 2008–2009 season (October 5–May 2). *Lincoln Theatre, 541 Lincoln Road; 305-673-3331; nws.edu.*

## Galleries, Foundations, Fairs and More

**Art Basel Miami Beach** The art-world elite gather December 4 to 7 for the sister event to the prestigious Swiss art fair. *Miami Beach Convention Center; 1901 Convention Center*

*Drive; artbaselmiamibeach.com.* **Design Miami:** Cutting-edge design from twenty-five American and international dealers is on view December 3 to 6. *Miami Design District, NE 39th Street and 1st Court; designmiami.com.* **Satellite Fairs:** More than twenty smaller fairs now run alongside Art Basel Miami Beach. Among the best: Photo Miami (*artfairsinc.com/photo/miami/2008*), SCOPE Miami (*scopemiami.com*) and the New Art Dealers Alliance, or NADA, Fair (*newartdealers.org/miami/2008*).

**Arteaméricas** Latin-American art is the focus of this fair, taking place March 27 to 30. *Miami Beach Convention Center, 1901 Convention Center Drive; arteamericas.com.* **Books & Books** Readings and live music from local artists are always on the program. *265 Aragon Avenue; 305-442-4408; booksandbooks.com.*

**Cernuda Arte** Cuban art of all periods is the gallery's specialty. *3155 Ponce de Leon Boulevard; 305-461-1050.* **Cisneros Fontanals Art Foundation** Started in 2002 to promote cultural exchange among the visual arts of Latin America, Europe and the U.S., CIFO presents "The Prisoner's Dilemma," a study of art and power, from December 3 through March 1. *1018 North Miami Avenue; 305-455-3380; cifo.org.* **Fairchild Tropical Botanic Garden** This eighty-three-acre property, home to an astounding array of flora, features

sculptures by Mark di Suvero from December 2 through May 2010. *10901 Old Cutler Road; 305-667-1651; fairchildgarden.org.*

**Margulies Collection at the Warehouse** "Photography & Sculpture: A Correlated Exhibition" is on view now through April. *591 NW 27th Street; 305-576-1051; margulieswarehouse.com.*

**Moore Space** Brainchild of prominent collectors Rosa de la Cruz and Craig Robins, the Moore Space exhibits "The Space of the Work and the Place of the Object" December 2 through March 1. *4040 NE Second Avenue; 305-438-1163; themoorespace.org.* **Rubell Family Collection** Work by selected American artists from the Rubells' permanent collection will be on view during "Thirty Americans," from December 3 through May 30. *95 NW 29th Street; 305-573-6090; rubellfamilycollection.com.*

**Wynwood Art District** More than fifty galleries fill the warehouses and former retail spaces of this roughly twenty-square-block neighborhood just north of downtown between North Miami Avenue and NW Sixth Avenue. From December 2 through January 31, Galerie Emmanuel Perrotin features installations by Italian Paola Pivi and Austria's Gelitin collective. *Galerie Emmanuel Perrotin, 194 NW 30th Street; 305-573-2130; galerieperrotin.com.*



**Bonnie Clearwater,**  
executive director of  
North Miami's Museum  
of Contemporary Art,  
keeps innovating with  
community education  
programs and cross-  
cultural partnerships. Up  
next: a renovation and  
expansion, due in 2011.

## Imperial Splendor

continued from page 198

also marveled at the collection's single most important stone, the Darya-i-Nur (Sea of Light)—at 182 carats, the biggest pink diamond in the world. "They had Moghul swords with emeralds this big," he says, circling his fingers to indicate something the size of a nectarine. "And there were cardboard boxes with piles of spinels, of sapphires, of emeralds, that you could just run your fingers through."

It sounds like Ali Baba's cave. Was this the epiphany that turned a scion of the Almanach de Gotha into a jewelry designer? "Not really," he demurs. "It was normal to me. I had seen the crown jewels of England already, and we all had good stuff at home." Indeed they did: on a glass shelf in his showroom are silver-framed photographs of dowagers in ropes of pearls or bejeweled tiaras. Here's a portrait of his grandmother. "I've designed a bracelet modeled after one of hers, a bangle with an emerald at each end," says the prince. "All her sisters had them, in different colors." And here's his great-grandmother. "Her godmother was Empress Sisi, the empress of Austria and Hungary, whose hair was so long it touched the floor and my great-grandmother used to play hide-and-seek in it, hiding from her brothers."

Dimitri fingers a necklace whose centerpiece is a cluster of moonstones surrounding an enormous deep-purple amethyst. "That stone belonged to my great-grandmother Queen Elena of Italy," he says. "I recut it—it was very old-fashioned—and put it into this necklace." The stone is extraordinary, full of color and fire. It seems impossible that he can bear to part with it, especially since it has been in his family's possession for 100 years—and one has only to glance around this room, with its portraits of bygone European royals, to know what that means to him. But, says Dimitri, "if I've had a stone once, it's in my heart forever."

Prince Dimitri, 5 East 57th Street, 15th Floor (by appointment only); 646-747-2526; info@princeditri.com. ❖

## Miami Heat

continued from page 222

have long welcomed visitors into their art-filled homes, and many have opened public spaces to exhibit their growing collections. In effect they have become the Pied Pipers of the new Miami. "The arts have brought a whole new kind of people down here—people interested in more than sun and fun," says Irma Brauman, the current chairwoman of MOCA.

Her observation is borne out by a visit to the independent bookstore Books & Books, in Coral Gables, whose proprietor, Mitchell Kaplan, has made it a thriving mini-arts center of sorts, with nightly readings, and concerts in a beautiful Spanish courtyard. Nearby, at the venerable Fairchild Tropical Botanic Garden, Lin Lougheed, a local art collector who recently "planted" a whimsical show of sculpture by Lichtenstein and Botero amid iguanas and baobab trees, points out that the garden is maintained by 1,500 volunteers who put in an impressive 65,000 hours of work each year.

The engine behind Miami's creative vitality is one that has boosted the fortunes of all great American cities: immigration. "The underlying story of this town is diversity," Alberto Ibarguen says from the Knight Foundation's headquarters, in one of Miami's stunning new downtown towers. "Seventy-five percent of us were born somewhere else; more than 50 percent in another country. What better way than the arts to bring everyone together?"

Last spring, Knight announced \$40 million in new grants: \$10 million to the Miami Art Museum for an education program geared to fifth graders; \$5 million for a broadband network at the New World Symphony; \$5 million to MOCA to support, Ibarguen says, "whatever Bonnie Clearwater dreams up."

And the remaining \$20 million? "We're funding a contest for new ideas," he announces. "There are three rules: the applicant must have matching funds, the project must be set in South Florida, and the idea must be about the arts. It's as simple as that." ❖

CHERISH WHO YOU ARE™  
WWW.HEATHERMOOREJEWELRY.COM



MAGNOLIA - TAMPA, FL  
813-254-3337

ETC - BIRMINGHAM, AL  
205-871-6747

COLLIER WEST - COLUMBUS, OH  
614-294-9378

WENDY GEE - LARCHMONT, NY  
914-834-8507

WILLA HOME - BURLINGAME, CA  
650-375-1213

BECKY BEAUCHINE KULKA - OKEMOS, MI  
517-347-4000



Heather B. Moore  
THE FINEST PERSONALIZED JEWELRY™



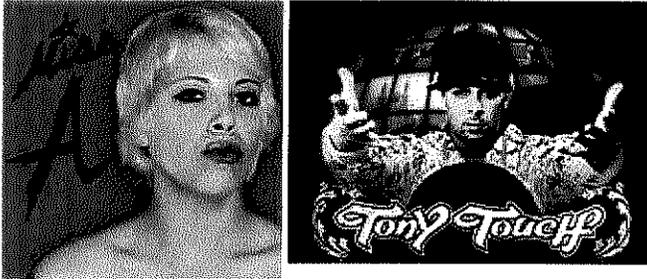


## WHAT

**¡GLOBAILE!** (glo-by-lay) - part "global" and part "baile", meaning *dance* in Spanish. Produced by Nueva Entertainment, ¡GLOBAILE! is a one-of-a-kind, multicultural, music and dance showcase that airs on the Internet. Each episode features an international dance party, performances from the industry's hottest rising stars, and special segments with travel footage spotlighting pop culture trends from all the different corners of the globe.

## WHO

¡GLOBAILE! is hosted by **Miss Angelina**, the popular underground Hip Hop starlet, and the legendary **DJ Tony Touch**. An icon in Urban and Caribbean music, Tony Touch, aka Tony Toca, has sold over a million records worldwide. At the start of each ¡GLOBAILE! episode, he spins House, Salsa, Reggae, Afrobeat, Samba, Bollywood, and other World music while today's hottest underground dancers show off their moves on the dance floor! Miss Angelina keeps the party bumping with a new Global Hip Hop performance every episode. Together, Miss A and Tony Toca represent the Latino star power and flavor oozing out of New York and Miami.



## WHERE

The first season of ¡GLOBAILE! has been shot in the luxurious **El Morocco** nightclub located in **New York City**. With chic zebra upholstery, life-size palm trees, a plush cabaret stage and disco lighting, El Morocco is the perfect backdrop for the over-the-top style of ¡GLOBAILE! The first season also features special exotic on-location filmings in **Miami, Paris, Washington DC** and the **Jersey Shore**.



## MARKET

While truly being an all-ages experience, ¡GLOBAILE! targets the hottest demographic in the entertainment industry – the highly coveted 18-40 year old bracket. With live events across the world along with its popular web broadcast on [www.globaile.com](http://www.globaile.com), ¡GLOBAILE! is watched by thousands of viewers from 70 countries. The show's footage of top international artists and its focus on multiculturalism and global awareness put ¡GLOBAILE! right on track to becoming a worldwide phenomenon.

## BRING ¡GLOBAILE! TO YOUR PART OF THE WORLD

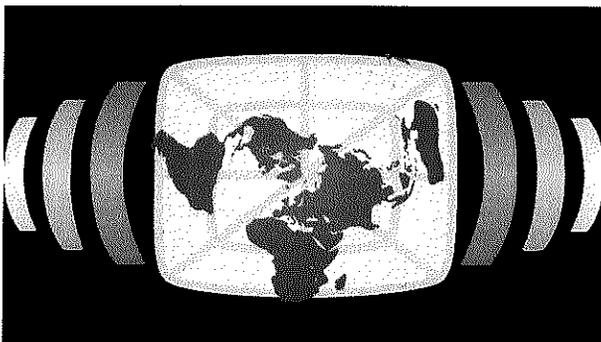
Nueva Entertainment is now scouting locations for ¡GLOBAILE! Season Two. We are looking for venues, DJs, and performers from different countries around the world to feature in our upcoming episodes. If you think your city would be a great location for the next ¡GLOBAILE! episode, **CONTACT US:**

[www.globaile.com](http://www.globaile.com)

[info@globaile.com](mailto:info@globaile.com)

[www.nuevaentertainment.com](http://www.nuevaentertainment.com)

[info@nuevaentertainment.com](mailto:info@nuevaentertainment.com)



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

---

	<b>Agenda Item No.:</b>	<b>A-1</b>
<b><u>ORGANIZATION:</u></b> Cuban Classical Ballet of Miami, Inc.	<b><u>GRANT REQUEST:</u></b>	\$15,000

**TITLE OF EVENT:** Carmen Ballet

**RECOMMENDATION:** \$10,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** March 28 - 29, 2009

**EVENT LOCATION:** Olympia Theater at Gusman Center for the Performing Arts

**DESCRIPTION:**

Funds are requested to support the Cuban Classical Ballet of Miami's "CARMEN" ballet performance scheduled to take place on March 28-29, 2009, at the Olympia Theater at the Gusman Center for the Performing Arts. Never seen before in Miami, CARMEN is the most successful ballet by renowned Cuban choreographer, Alberto Alonso. This ballet was originally created in 1967 for Prima Ballerina Absoluta Maya Pilsetskaya of the Bolshoi Ballet in Moscow.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$15,000 (07-08); \$10,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

Mayoral Discretionary - \$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):

Cuban Classical Ballet of Miami, Inc.

Organization Address: 900 SW 1<sup>st</sup> Street, Suite 306

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

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2006

(7) FEI#: 20 - 5713495 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 01/13/09 Time: 10:00AM

(10) Name: Regina Moore  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Grants Writer Phone (day): (305) 987 - 1421 ext.

Email: [reginabm@bellsouth.net](mailto:reginabm@bellsouth.net) Fax: (305)549 - 7771 Phone (other): (305) 549 - 7711 ext.

PROJECT INFORMATION

(11) Project Title: Carmen Ballet

(12) Starting and Ending Dates: March 28<sup>th</sup> - 29<sup>th</sup>, 09 (13) Starting and Ending Times: 8:00PM - 11:00PM

(14) Address or Location of Project: Olympia Theater at the Gusman Center for the Performing Arts

(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: # 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: 3,000 Performing/Participating Total: 37  
Children: 350 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

**WHAT** - The Cuban Classical Ballet of Miami will present for the first time in Miami-Dade County the CARMEN Ballet. This is a Cuban classical ballet style created by the famous and internationally known Cuban choreographer Alberto Alonso. The ballet music was created by the Russian composer Rodion Shchedrin. Carmen came about because of Maya Plisetskaya, the chief ballerina of the Bolshoi Ballet in Moscow in 1967. Carmen is about the story of a beautiful and fiery Gypsy girl, Carmen, who seduces a soldier. The premiere will be performed by renowned Cuban Prima Ballerinas and by Cuban Principal Dancers. Preceding the performance will be a showing of the film "Dance of My Heart", a documentary chronicling Mr. Alonso's career and contributions as a solo artist, choreographer and instructor. This project is about Alberto Alonso's most successful ballet and about a story of passion and longevity of a great artist.

**HOW** - The Cuban Classical Ballet of Miami will provide Miami-Dade County's community and visitors a masterpiece in dance, expanding its horizon beyond cultural and language barriers. This event has significant cultural and tourism aspects by showing a premiere to the County, by performing a famous and internationally renowned ballet, by bringing high-quality dance artists and by attracting media attention. The company anticipates that 3,000 people will attend this event. The company will create a viral marketing campaign using youtube.com to promote a video of the ballet rehearsal with comments of principal dancers. The CCBM will mount an extensive advertising coverage in television, radio, newspapers and magazines to promote CARMEN. The organization has many media sponsors including: Univision local Radio Stations (Amor 107.5FM, WQBA 1140AM and Radio Mambi), Univision 23, CBS4 WFOR-TV, My33 WBFS, Telefutera 69, America TeVe 41, Genv Canal 8, The Miami Herald and Diario Las Americas. A local hotel supports this event - the Sea Coast Suites Hotel in the City of Miami Beach has blocked 40 rooms for 2 nights. The American Airlines will be the official airline of this project.

**WHEN/WHERE** - CARMEN Ballet's performances will take place on Saturday, March 28<sup>th</sup> at 8 PM; and on Sunday, March 29<sup>th</sup> at 5 PM at the Olympia Theater at the Gusman Center for the Performing Arts in downtown Miami. Tickets will have reasonable prices from \$30 to \$65. Students and seniors will be able to get tickets through Culture Shock and Golden Ticket Programs.

**WHO** - CARMEN will be performed by guests Cuban Prima Ballerina Lorena Feijoo and Principal Dancer Taras Domitro from San Francisco Ballet; and by the Cuban Principal Dancers Miguel Angel Blanco and Hayna Gutierrez from CCBM. The organization will receive choreography direction from an exceptional dancer Sonia Calero-Alonso, Alberto Alonso's widow, who is Santa Fe Community College's artist-in-residence. Pedro Pablo Pena and Magaly Suarez who are both the artistic directors for this Carmen production want to please the audience and enrich the repertoire with a fine example of 'a complete bodily form of expression'.

**TDC Funding** - the TDC funds will help the Cuban Classical Ballet of Miami to maintain this high caliber of technical and artistic virtuosity to our community and to increase the culture diversity in the area. One of the CCBM's goals is to nurture, strengthen and raise the classical ballet standards in our community. The funds will also allow the company to develop a more aggressive marketing campaign to attract a broad audience - Hispanic and Non-Hispanic residents and tourists.

**Other Organizations** - CARMEN Ballet will be performed in association with Santa Fe Community College from Gainesville, Fla. Alberto Alonso served as master artist-in-residence with the SFC dance program for the last 15 years of his life. The College's dance program is excited to support CCBM for presenting for the first time in Miami Alberto Alonso's Carmen. Since January 2009, the college's dance team has been meeting with the members of the CCBM to prepare for the Carmen ballet production. There will be also significant promotion of Santa Fe College's film about the life of choreographer Alberto Alonso, "Dance of My Heart", that will be shown before the ballet performance. This is a film not just for people who love dance but who simply love life.

**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>3,000</u>		<u>0</u>	<u>3,000</u>	<u>800</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>18</u>		<u>22,000</u>		<u>3,000</u>	<u>19,000</u>	<u>0</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>3,000</u>		<u>0</u>	<u>3,000</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>8</u>		<u>14,000</u>		<u>2,000</u>	<u>12,000</u>	<u>0</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>2,000</u>		<u>0</u>	<u>2,000</u>	<u>0</u>
MARKETING/PUBLICITY				<u>10,000</u>		<u>5,000</u>	<u>5,000</u>	<u>10,000</u>
PRINTING				<u>3,000</u>		<u>0</u>	<u>3,000</u>	<u>0</u>
POSTAGE				<u>1,000</u>		<u>0</u>	<u>1,000</u>	<u>0</u>
IN-COUNTY TRAVEL				<u>3,000</u>		<u>0</u>	<u>3,000</u>	<u>1,000</u>
OUT OF COUNTY TRAVEL				<u>1,000</u>		<u>0</u>	<u>1,000</u>	<u>2,000</u>
EQUIPMENT RENTAL				<u>2,750</u>		<u>0</u>	<u>2,750</u>	<u>0</u>
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
SPACE RENTAL				<u>2,750</u>		<u>2,500</u>	<u>250</u>	<u>0</u>
INSURANCE				<u>2,000</u>		<u>0</u>	<u>2,000</u>	<u>0</u>
UTILITIES				<u>1,000</u>		<u>0</u>	<u>1,000</u>	<u>0</u>
SUPPLIES/MATERIALS				<u>1,000</u>		<u>0</u>	<u>1,000</u>	<u>0</u>
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	UNION (THEATER)			<u>7,000</u>		<u>2,500</u>	<u>4,500</u>	<u>0</u>
	SET (SCENERY)			<u>4,000</u>		<u>0</u>	<u>4,000</u>	<u>0</u>
	COSTUMES			<u>4,000</u>		<u>0</u>	<u>4,000</u>	<u>0</u>

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

**15,000**

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

**86,500** = **15,000** + **71,500**

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

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

**13,800**

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

**\$ 100,300** 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



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

Agenda Item No.: A-2

**ORGANIZATION:** Entertainment Industry Incubator, Inc.

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

**TITLE OF EVENT:** Collaboration: A Short Film Contest ~ 10th Year  
Retrospective

**RECOMMENDATION:** \$5,400

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4th

**STATUS:** Non-Profit

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

**EVENT LOCATION:** The Standard Hotel, Miami Beach

**DESCRIPTION:**

Funds are requested to support the Entertainment Industry Incubator's "Collaborator: A Short Film Contest" which draws emerging filmmakers for an opportunity to produce work or have it viewed by the public. The judging panel consists of industry professionals from New York and Los Angeles.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$6,000 (06-07); \$6,750 (05-06); \$7,500 (04-05); (\$4,500 (03-04) - End of Cycle); \$5,250 (02-03); \$6,000 (01-02); \$6,750 (00-01); \$7,500 (99-00)

**OTHER GOVERNMENT FUNDING:**

MB CAC - \$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):

Entertainment Industry Incubator, Inc.

Organization Address: 1521 Alton Road, Suite 79

City: Miami Beach FL Zip: 33139 Website: [www.eincubator.org](http://www.eincubator.org)

(4) Applicant Institution Type:  Cultural  Non-

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1998

(7) FEI#: 65 - 0855632 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/14/09 Time: Noon

(10) Name: Susan Schein  Mr.  Mrs.  Miss  Dr.

Title: Executive Director Phone (day): (305) 672 - 9297 ext.

Email: [susan@eincubator.org](mailto:susan@eincubator.org) Fax: ( ) - Phone (other): ( ) - ext.

PROJECT INFORMATION

(11) Project Title: Collaboration...A Short Film Contest/10<sup>th</sup> year retrospective

(12) Starting and Ending Dates: 4/1/09 – 5/31/09 (13) Starting and Ending Times: N/A

(14) Address or Location of Project: The Standard Hotel, Venetian Causeway, Miami Beach

(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: # 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: 400 ? Performing/Participating Total: 1800 ?  
 Children: 150 Children: 750

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

We've had so many calls to reprise *Collaboration...A Short Film Contest* that we thought we'd use the requests as an occasion to throw a party and reunite local filmmakers who are here with some who've moved to other parts of the country. It is an auspicious time because we expect to have many of our past judges in attendance as well as our future screenwriters (connected with our current Miami Filmmaker Project). Anniversaries are good occasions to reflect on what we've achieved and to plan for what is to come so we will use this one to announce a shorts competition that will replace the one we ran for ten years. There is so much more to do as we plan our second decade.

The weekend will begin on Friday evening with a cocktail gathering of all the filmmakers and former judges, both local and national, so people can reconnect and catch up on each others' artistic career paths. As we've always done in the past, there will be a seminar on Saturday morning so that the judges can impart their years of experience and acquired knowledge to our audience. This is open to all who are interested (and may be done in partnership with the Miami International Film Festival). There will be a working lunch for our former high school winners following that session.

The evening program begins with a reception followed by a screening of the top films of the past nine years. The audience will get to vote for which of those they feel ranked among the best and the winners will be announced at the end of the screening program. As this has been our hallmark event, a gala 10<sup>th</sup> anniversary party will follow.

For nearly a decade, the award-winning short film competition was one of the several tools used by the Entertainment Industry Incubator to help nascent filmmakers in South Florida today. It has helped create community in order to give voice to the myriad stories bubbling up from our community. Those stories need to gain access and recognition in order to have a strong and thriving local independent film community. This contest has gone a long way toward contributing to that growth and to attracting the attention of industry and tourist alike.

Emerging filmmakers registered as individuals or in teams of seven (producer, director, writer, editor, camera, music and sound person) and had 30 days to script, shoot and edit a five minute film built around a theme that we gave them. There are three categories of entrants (high school students, novice and professional) and each team can only use a total cash outlay of \$500 or less per team.

The competition started with outreach to filmmakers throughout the state of Florida (via press releases sent to a very diverse list of media outlets and key industry e-news lists) announcing registration through a series of workshops held in a variety of Florida locales including Jacksonville, Tallahassee, Orlando, Tampa/St. Pete, Palm Beach, Ft. Lauderdale and Miami.

The guidelines were then presented with registration closing in the first week of Nov. Several days later, the theme is announced. All seven person teams then had a month of intense work to get their projects done (including prep). Each team then "hires" anywhere between 10 to 60 people to work on its set, depending on its needs.

All completed projects were submitted at the beginning of Dec., screened with local industry experts judging and the top 15 were chosen for the final premiere. Then we invited the senior film industry VIPs from NY and LA to Miami to sit on the panel finals and decide the top 3 projects in each of 2 categories (novice and professional). Students had already been chosen and were shown on the same evening.

The judging panel also held a seminar the morning of the event. The day's events culminated in a stellar event attended by up to 600 people consisting of the screening of the top films and a party where the award were handed out: our version of a cross between the Golden Globes and the Academy Awards.

The first prize was priceless: a meeting with the head of Production and Development at Lionsgate in LA.

**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>	19,200		7,000		12,200	
ARTISTIC:	NUMBER OF ARTISTS: _____						
TECHNICAL:	NUMBER OF EMPLOYEES: _____						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>3</u>	15,000				15,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>1</u>	3,000		3,000			1,412
MARKETING/PUBLICITY		10,000		5,000		5,000	
PRINTING		500				500	
POSTAGE							
IN-COUNTY TRAVEL		750				750	3,750
OUT OF COUNTY TRAVEL		1,750				1,750	
EQUIPMENT RENTAL		2,500				2,500	
EQUIPMENT PURCHASE		450				450	
SPACE RENTAL		850				850	
INSURANCE							
UTILITIES		300				300	
SUPPLIES/MATERIALS		500				500	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	PLAQUES	350				350	
	PHOTOGRAPHER	500				500	
	FOOD	5000				5000	5000
	ALCOHOL						5000

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

15,000

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

60,650

= 15,000 + 45,650

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

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

15,162

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

\$75,812

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		5,000	
TUITIONS			
CORPORATE SUPPORT	10,000	10,162	HOTEL, VIDEO COMPANY
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	10,650		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>Miami Beach</u>	10,000		
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>60,650</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>15,162</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$75,812</b>		* Sum of #49 Cash & #50 In-kind

---

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

---

**Agenda Item No.:** A-3

**ORGANIZATION:** Florida Grand Opera

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

**TITLE OF EVENT:** Superstar Concert with Bryce Terfel featuring Sarah Coburn

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 6, 2009

**EVENT LOCATION:** Adrienne Arsht Center for the Performing Arts

**DESCRIPTION:**

Funds are requested to support Florida Grand Opera's marketing efforts for the "Superstar Concert with Bryce Terfel featuring Sarah Coburn," at the Adrienne Arsht Center for the Performing Arts's Knight Concert Hall on April 6, 2009. The concert, performed with full orchestra accompaniment, will complete FGO's debut Superstar Concert Series.

**HOTEL CONFIRMATION:**

Doubletree Biscayne Bay - Pending  
Yacht Club at Portofino - Pending

**OUTSIDE MEDIA:**

Comcast  
WPBT

**PREVIOUS TDC FUNDING:**

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

**OTHER GOVERNMENT FUNDING:**

MCI - \$20,000

---

**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@miamidadegov](mailto:ndb1@miamidadegov)

**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):

Florida Grand Opera, Inc.

Organization Address: 8390 N.W. 25<sup>th</sup> Street

City: Miami State: FL Zip: 33122 Website: [www.fgo.org](http://www.fgo.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1941

(7) FEI#: 65 - 0496477 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/8/09 Time: 3:00 p.m.

(10) Name: Shannon Faison  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Grants Manager Phone (day): (954) 728 - 9700 ext. 1702

Fax: (954) 728 - 9702 Phone (other): (954) 783 - 5484 ext.

**PROJECT INFORMATION**

(11) Project Title: Superstar Concert with Bryce Terfel featuring Sarah Coburn

(12) Starting and Ending Dates: 4/1/09 – 5/31/09 (13) Starting and Ending Times: Concert @ 8 p.m.

(14) Address or Location of Project: Adrienne Arsht Center for the Performing Arts of Miami-Dade Cty

(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: 2,000 Performing/Participating Total: 95  
Children: 100 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

Florida Grand Opera's (FGO) highly anticipated *Superstar Concert Series*, the brainchild of Impresario Judy Drucker, consists of three thrilling concerts with full orchestral accompaniment and features arguably the greatest male operatic voices of today, paired with Metropolitan Opera divas. On April 6, 2009, FGO will present the third and final concert of its debut Superstar Concert Series, a stunning musical program by international opera star Bryn Terfel featuring captivating soprano Sarah Coburn. **It is for this concert that funding is being sought from the Tourist Development Council.**

Bryn Terfel is a Grammy Award winning Welsh baritone whose combination of great voice, immaculate diction, commanding stage presence and flair for acting has made him an international success in opera throughout the world. Mr. Terfel's signature roles include Figaro in *The Marriage of Figaro* and the title role in Verdi's *Falstaff*. In 2004, he made his debut as Wotan in Wagner's "Ring Cycle" at the Royal Opera House, Covent Garden, to rave reviews from the music press, including: "In his first Wotan, Bryn Terfel fulfills his destiny as an operatic singer." (Rupert Christiansen, Daily Telegraph).

Performing alongside of Mr. Terfel will be captivating soprano Sarah Coburn. Praised as "blissfully sublime" by *Opera News*, Ms. Coburn's 2007-08 season include the role of Asteria in *Tamerlano* with Washington National Opera, the title role of *Lakmé* with Tulsa Opera and returning to the role of Princess Yue-yang in the revival of *The Last Emperor* at the Metropolitan Opera.

Maestro Stewart Robertson, FGO's Music Director, will conduct the orchestra. Music selections for the concert will include Verdi's *Falstaff*, Wagner's *Tannhäuser*, Bizet's *Carmen*, as well as Broadway songs of Rodgers and Hammerstein.

The concert will take place on April 6, 2008 at 8:00 p.m. at the Knight Concert Hall at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County. FGO anticipates approximately 2,000 individuals will attend the performance, 20% of which will be tourists (defined as those living outside of Miami-Dade County). (These estimations were based on attendance figures from the first concert in the *Superstar Concert Series*).

FGO's marketing plans for the **Superstar Concert with Bryn Terfel featuring Sarah Coburn** include print media advertisements, direct mailers, television and radio advertisements, e-blasts to in-house and borrowed mailing lists and prominent website placement. Funds received from the Tourist Development Council will help to defray costs associated with marketing initiatives, including ad placements in major local and national publications. Participating radio stations (WLRN 91.3 FM and Classical South Florida WKCP-FM) and participating hotels and corporate housing facilities (Doubletree Biscayne Bay, Yacht Club at Portofino and Coral Gables Rentals) will offer discounted advertising and lodging rates in an effort to assist in the promotion of the **Superstar Concert with Bryn Terfel featuring Sarah Coburn.**

**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:	20		5,546		5,546	_____
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	10		133,000		133,000	_____
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	_____		_____		_____	_____
MARKETING/PUBLICITY		17,000		15,000		2,000	_____
PRINTING		1,982		_____		1,982	_____
POSTAGE		610		_____		610	_____
IN-COUNTY TRAVEL		3,250		_____		3,250	_____
OUT OF COUNTY TRAVEL		2,000		_____		2,000	_____
EQUIPMENT RENTAL		_____		_____		_____	_____
EQUIPMENT PURCHASE		_____		_____		_____	_____
SPACE RENTAL		9,000		_____		9,000	_____
INSURANCE		_____		_____		_____	_____
UTILITIES		_____		_____		_____	_____
SUPPLIES/MATERIALS		1,750		_____		1,750	_____
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
MUSIC PURCHASE AND RENTAL		750		_____		750	_____
INSTRUMENT RENTAL AND EXPENSES		250		_____		250	_____
MUSIC WORKERS COMP INSURANCE		3,309		_____		3,309	_____
MAKE-UP AND WARDROBE		1,250		_____		1,250	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)				15,000			
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)		179,697	=	15,000	+	164,697	NO IN-KIND FOR THIS PROJECT
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)							
<b>Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.</b>							
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)		\$ 179,697				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	<u>118,659</u>		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	<u>26,038</u>		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>Dade MCI</u>	<u>20,000</u>		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
_____			
_____			
_____			
_____			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<u>15,000</u>		

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

**179,697**

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

**NO IN-KIND**

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

**\$ 179,697**

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

---

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

---

Agenda Item No.: A-4

**ORGANIZATION:** Florida International University Board of Trustees, for the benefit of the Department of Intercollegiate Athletics

**GRANT REQUEST:** \$15,750

**TITLE OF EVENT:** "Fun & Fit as a Family" (Part of 2009 South Beach Wine & Food Festival)

**RECOMMENDATION:** \$15,750

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** February 21-22, 2009

**EVENT LOCATION:** Watson Island

**DESCRIPTION:**

Funds are requested to support Florida International University's "Fun & Fit as a Family" festival. This is a new program produced by FIU's Food Network South Beach Wine & Food Festival, which is scheduled to take place on February 21-22, 2009. Teaming visiting international culinary arts celebrities such as Rachel Ray, Jamie Oliver and Alice Waters, with health professionals, nutritionists, and fitness experts, the event will bring advocacy and national attention to the epidemic of childhood obesity. The event is expected to attract media attention at both local and national levels.

**HOTEL CONFIRMATION:**

Royal Palm Hotel (275), Loews Miami Beach (200), S National Hotel (110), Bentley (60), Albion (137), The New Clinton Hotel (36), Double Tree Surfcomber (80), Gansevoort (30), Hilton Bentley (60)

**OUTSIDE MEDIA:**

T.V.: The Food Network

Print: Everyday with Rachel rey; Miami Herald, Miami Monthly; Sun Sentinel

**PREVIOUS TDC FUNDING:**

\$17,500 (07-08)

**OTHER GOVERNMENT FUNDING:**

Agatston Research Foundation - \$100,000

Blue Cross Blue Shield of Florida - \$65,000 (Pending)

Kellogg's Corp - \$72,500 (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):

Florida International University

Organization Address: c/o J. Vazquez, 11200 SW 8<sup>th</sup> St., MARC 430

City: Miami State: FL Zip: 33199 Website: [www.fiu.edu](http://www.fiu.edu)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit

(6) Year of Incorporation: 1965

(7) FEI#: 65 -0177616

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/6/09 Time: 10am

(10) Name: Jaie Laplante  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Associate Director

Phone (day): (305) 627 - 1596 ext.

Email: [Laplante@fiu.edu](mailto:Laplante@fiu.edu)

Fax: (305) 624 -1402

Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: Fun & Fit as a Family (part of the 2009 South Beach Wine & Food Festival)

(12) Starting and Ending Dates: Feb. 21-22, 2009 (13) Starting and Ending Times: 10am-5pm

(14) Address or Location of Project: Jungle Island

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

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: # 11

Florida State Senate District: # 37

Florida State House District: # 114

U.S. Congress District: # 15

(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: 6960 Performing/Participating Total: 40  
 Children: 5000 Children: \_\_\_\_\_

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

## 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:	31,700		5,296		26404	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	29,650		0		29650	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	4,500				4500	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	19,200		5,204		13996	
MARKETING/PUBLICITY		17,000		5250		11750	40000
PRINTING		1350		0		1350	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							20000
EQUIPMENT RENTAL		56,700				56700	
EQUIPMENT PURCHASE							
SPACE RENTAL		22,000				22000	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS		5,850				5850	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
GARDEN		1,400				1400	
ADMINISTRATIVE OVERHEAD		10,585				10585	
TRANSPORTATION		4,000				4000	
FOOD COST		7,000				7000	
ALLOCATED FESTIVAL OVERHEAD		50,983				50983	
EVENT EXPENSES		37,082				37082	

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

15,750

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

299,000

=

15,750

+

283,250

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

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

60,000

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

\$ 359,000

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	25,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	158,250	60000	FOOD NETWORK, DELTA AIRLINES
FOUNDATION SUPPORT	100,000		
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)	15,750		

**(49) TOTAL CASH REVENUES**  
(MUST EQUAL #45 ON PAGE 7) 299,000

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) 60000

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) \$ 359,000 \* Sum of #49 Cash & #50 In-kind

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

	<b>Agenda Item No.:</b>	<b>A-5</b>
<b><u>ORGANIZATION:</u></b> Hispanic Theater Guild Corporation	<b><u>GRANT REQUEST:</u></b>	<b>\$5,600</b>
<b><u>TITLE OF EVENT:</u></b> World Premier in Miami	<b><u>RECOMMENDATION:</u></b>	<b>\$5,600</b>

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 1, 2009 - May 3, 2009

**EVENT LOCATION:** Teatro 8, 2101 SW 8th Street

**DESCRIPTION:**

Funds are requested to support the Hispanic Theater Guild's play "El Inconveniente," by Spaniard Juan Carlos Rubio, produced with local actors and artists. The play is a world-premiere written for the Guild by the award winning playwright. Performances are scheduled for six weeks, from April 1 through May 3, 2009.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$6,400 (07-08); \$7,200 (06-07); \$8,000 (05-06)

**OTHER GOVERNMENT FUNDING:**

Coral Gables Hospital - \$5,000

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):

Hispanic Theater Guild Corporation

Organization Address: 5034 SW 140<sup>TH</sup> COURT

City: MIAMI State: FL Zip: 33175 Website: [www.teatro8.com](http://www.teatro8.com)

- (4) Applicant Institution Type:  Cultural  Non-Cultural

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

- (7) FEI#: 65 - 0131464 (8) State of Incorporation: Florida

- (9) Required Pre-application Consultation: Date: 1/8/09 Time: 3:00pm

- (10) Name: Marcos Casanova  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Artistic Director Phone (day): (786) 897 - 4316 ext.

Email: [CASANOVA.MARC@BELL SOUTH.NET](mailto:CASANOVA.MARC@BELL SOUTH.NET) Fax: (305) 541 - 7238 Phone (other): (305) 223 - 2695 ext.

PROJECT INFORMATION

- (11) Project Title: World Premier in Miami (Estreno Mundial en Miami)

- (12) Starting and Ending Dates: April 1 to May 3, 2009 (13) Starting and Ending Times: 8:30-11 & 5-7PM

- (14) Address or Location of Project: TEATRO8 2101 SW 8<sup>th</sup> Street Miami

- (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: # 5 Florida State Senate District: # 36

Florida State House District: # 117 U.S. Congress District: # 19

(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: 2020 Performing/Participating Total: 20

Children: 200 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 project is the presentation of the theatrical play *EL INCONVENIENTE (The Inconvenience)* by award winner Spaniard playwright Juan Carlos Rubio. This presentation will be a world premier after its publication in Spain in 2008 by the Asociación de Autores de Teatro and Consejería de Cultura y Deporte de la Comunidad de Madrid (Association of Theatre Playwrights and The Counseling of Culture and Sports of Madrid City's Community) and precedes its premier in Madrid in the Fall of 2009. The event will open on Friday, April 3 and end on Sunday May 3, (a total of 20 presentations). Shows on Fridays and Saturdays at 8:30pm and Sundays on 5:00PM, with special engagements for High Schools students on Saturdays at 2:00PM. The event will take place at TEATRO8 located at 2101 SW 8<sup>th</sup> Street in Miami, house of the Hispanic Theater Guild. Admission is \$25, on Sunday seniors have a 10% discount. Students \$15 according to availability. The author presents us with a very too familiar situation: the hardships of a young person to find real state at an affordable price. The opportunity presents itself in an uncommon way. The price is a steal, the location is right, but there is an "inconvenience", the buyer has to wait until the owner, an old widow without children, dies to move in. How long will it be? In the process both characters embark in a relationship that will change their lives.

The event will be attractive to tourists seeking artistic events in our city because it will offer them the rare opportunity to attend in Miami the world premier of an important play by a contemporary author. TDC founding will allow us to enhance the event's promotion. To add to this attraction, during the first six performances, the audience will be able to meet the author who is traveling from Madrid to attend the event. Mr. Rubio is a recipient of several awards (Awards: CIUDAD DE ALARCÓN 1998, ANIMASUR 2005, SGAE 2005, and FATEX RAÚL MORENO 2006, among others). The event will be highly publicized in local, state and out of state newspapers, in local TV and Radio stations and several websites. Our mailing list includes several dozens of patrons from Broward County, and the cities of Tampa, Naples, Jacksonville, Orlando and West Palm Beach and Daytona who had shown interest in this new production via email.

All actors and artists participating in the event are residents of Miami. The author and accompany staff will be housed in hotels at their expense.

We expect an attendance of about 2,000+ spectators.

Our marketing strategy includes a mail list of over 2,000, paid advertising in major newspapers through out the duration of the event as well as non paid interviews and previews at El Nuevo Herald and El Diario de las Americas. Electronic promotion at [www.teatro8.com](http://www.teatro8.com), [www.teatroenmiami.com](http://www.teatroenmiami.com), [www.artexpresion.com](http://www.artexpresion.com), [www.radiomiami.us](http://www.radiomiami.us). Radio and TV interviews at Univision Radio, Radio Miami International, America TV, Mega TV and other local stations. Flyers will be placed at lobbies in several hotels in Miami and 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>3</u>		6000		1000		5000	3400
ARTISTIC:	NUMBER OF ARTISTS:	<u>7</u>		14,400		2000		12,400	0
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>5</u>		5100		600		4500	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>1</u>		2610		0		2610	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>		2800		0		2800	0
MARKETING/PUBLICITY				7800		2,000		5800	7200
PRINTING				950		0		950	0
POSTAGE				0		0		0	0
IN-COUNTY TRAVEL				300		0		300	0
OUT OF COUNTY TRAVEL				0		0		0	0
EQUIPMENT RENTAL				0		0		0	0
EQUIPMENT PURCHASE				0		0		0	0
SPACE RENTAL				4000		0		4000	900
INSURANCE				600		0		600	0
UTILITIES				740		0		740	0
SUPPLIES/MATERIALS				300		0		300	0
<b>OTHER COSTS (ITEMIZE BELOW):</b>									
	SET MATERIAL/CONSTRUCTION			1300		0		1300	0
	COSTUMES AND PROPS			700		0		700	0
	JANITORIAL			800		0		800	0
	PARKING ATTENDANT			400		0		400	0

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

**5600**

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

**48,800** = **5,600** + **43,200**

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

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

**11,500**

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

**\$ 60,300**      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	31200	0	0
CONTRACTED SERVICES	0	0	0
TUITIONS	0	0	0
CORPORATE SUPPORT	5000	7200	RADIO/NEWSPAPER ADS
FOUNDATION SUPPORT	0	0	0
PRIVATE/INDIVIDUAL SUPPORT	6000	4300	BOOKKEEPING/ASSISTANTS
GOVERNMENT GRANTS (Identify source)			
FEDERAL 0	0	0	0
STATE 0	0	0	0
LOCAL 0	0	0	0
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Program Ads	1000	0	0
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>5600</b>		

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

**48,800**

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

**11,500**

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

**\$ 60,300**

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

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

Agenda Item No.: A-6

ORGANIZATION: Kiwanis Club of Little Havana, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Calle Ocho Festival

RECOMMENDATION: \$18,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: March 15, 2009

EVENT LOCATION: SW 8th Street from SW 4 Avenue to SW 27 Avenue

DESCRIPTION:

Funds are requested to support the Annual Calle Ocho Festival scheduled for March 15, 2009, in Little Havana. Each year Calle Ocho welcomes more than one million visitors from all over the world for the biggest single-day street festival and largest celebration of Hispanic culture in the United States. The festival encompasses 23 blocks of live music, Latin American food and children's activities, including more than 20 musical stages.

HOTEL CONFIRMATION:

None

OUTSIDE MEDIA:

TV: Telemundo 51, Univision 23,  
WSVN Channel 7, NBC 6, WGEN

PREVIOUS TDC FUNDING:

\$20,000 (07/08)

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):

Kiwanis Club of Little Havana

Organization Address: 1400 S.W. First St.

City: Miami State: FL Zip: 33135 Website: [www.carnavalmiami.com](http://www.carnavalmiami.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit

(6) Year of Incorporation: 1975

(7) FEI#: 51 - 0169294

(8) State of Incorporation: FL

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

(10) Name: Sylvia Vieta

Mr.  Mrs.  Ms.  Miss  Dr.

Title: Director of Promotions and Community Relations

Phone (day): (305) 644 - 8888 ext.

Email: [svieta@carnavalmiami.com](mailto:svieta@carnavalmiami.com)

Fax: (305) 644 - 8693

Phone (other): (305) 490 - 5609 ext.

**PROJECT INFORMATION**

(11) Project Title: Calle Ocho Festival

(12) Starting and Ending Dates: March 15, 2009

(13) Starting and Ending Times: 10AM - 7PM

(14) Address or Location of Project: SW 8<sup>th</sup> St. from SW 4<sup>th</sup> Ave to SW 27<sup>th</sup> Ave.

(15) Municipality in which project will take place (use codes): Primary: # 01 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):  
1 million      Attending Total: 1mill.      Performing/Participating Total: 200  
Children: 15.000      Children: 40

## 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 Calle Ocho Festival is the largest Hispanic Festival in the United States that attracts over one million visitors to Miami each March. It caters to people of all ages, races, nationalities backgrounds, cultures and reaches across multiple generations. Encompassing a 16-block area in the heart of Miami on SW 8<sup>th</sup> Street, the festival features Latin music, foods from all over Latin America, entertainment for children and special cultural displays and workshops. More than 20 musical stages feature Merengue, Salsa, Bachata, Pop and Caribbean sounds. What started in 1978 as a 15-block party to celebrate the Cuban culture in Miami had become one of the largest Pan-American celebrations in the world that reflect the multicultural communities that compose Miami. Calle Ocho Festival provides a time of pride where people from a myriad of diverse Hispanic communities wear the colors or flags representing their cultural heritage. Calle Ocho has earned two entries in the Guinness Book of World Records: in 1990, the festival recorded the largest Piñata measuring 27 feet and weighing 10,000 pounds and in 1988, it was the site to the largest conga line with 119,000 people. **How will it attract tourists to Miami-Dade County:** Calle Ocho Festival receives extensive coverage from national and international newspapers and magazines with a circulation of 20,763,498; locally in Miami and in South, Central and North Florida as well as in major markets in Los Angeles, Washington, New York, Chicago, Newark, Charlotte, Austin, San Antonio, Houston, Boston, Cincinnati, Puerto Rico, and throughout Europe and Latin America. It also generates two special sections in South Florida's leading newspapers and has over 1,000 mentions and promotional spots in local major radio stations. Network and Spanish television stations, which air programming throughout Latin America, reported 83 news clips and more than 500 promotional announcements. **When and where will the event take place:** The Calle Ocho Festival will take place on March 15<sup>th</sup>, 2009 from 10:00 am to 7:00pm and will encompass 16 blocks of SW 8<sup>th</sup> Street from SW 4<sup>th</sup> Avenue to SW 27<sup>th</sup> Avenue. **How many events are planned:** Calle Ocho is part of Carnaval Miami, which is comprised of the following ten special events that span a two month time frame in February and March each year: Poster Reception, Miss Carnaval Miami, 8K Run in Little Havana, An Evening of Indulgence, Carnaval on the Mile, Carnaval Miami Cooking Contest, Carnaval Miami Domino Tournament, Carnaval Miami Golf Classic, and the Calle Ocho Festival. **Who are the principal artists:** Our line up for 2009: Rey Ruiz, Pitbull, Brooke Hogan & Shaggy, Oro Solido, Lefty Perez, Carlos Manuel, Kinito Mendez, Devonte & Tante Metro, Roberto Torres, and others. One full block at Calle Ocho is dedicated to the children promoting health & fitness for children, healthy cooking for children with cooking instructions by Chef Pepin. Calle Ocho for Children promotes reading and will have a children's author doing live presentations.

**Why is this an attractive project for the use of Tourist Development Council funds:** Calle Ocho is considered a major attraction worldwide. It attracts tourists and national and international media from Latin America to Europe. Segments from the Calle Ocho have been aired by BBC, Japanese Broadcasting Company and The Voice of America from Indonesia. Calle Ocho corporate sponsors include: The Calle Ocho Festival is estimated to bring over \$35 million dollars in revenue to South Florida's economy where proceeds from the festival greatly impact the community. **Are there other organizations involved:** There are no other organizations involved in Calle Ocho's production. **Details about the project's implementation and timeline:** The execution of Calle Ocho is a year round effort coordinated by members and staff of the Kiwanis Club of Little Havana. Kiwanis staff and members are involved in all aspects of the production of the event, which include: the planning, marketing, logistics, promotion & public relations, strategic coordination and evaluation.

# 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>		100,000				100,000	
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>6</u>						
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>38</u>	85,000				85,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY		5,000				5,000	10,000
PRINTING		9,500				9,500	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		69,500		25,000		44,500	
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE							
UTILITIES		4,600				4,600	
SUPPLIES/MATERIALS		50,984				50,984	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	DECORATIONS	32,246				32,246	
	POLICE; FIRE & RESCUE; SOLID WASTE; SECURITY; CODE ENFORCEMENT	295,531				295,531	75,000
	STAGE & SOUND, OTHER	105,000				105,000	

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

25,000

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

757,361

= 25,000 + 732,361

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

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

85,000

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

\$ 842,361

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	676,000	10,000	MIAMI HERALD
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		75,000	VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
250 Vendors @ \$255.44 ea.	56,361		
<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) 757,361

(50) TOTAL IN-KIND CONTRIBUTIONS  
(MUST EQUAL #46 ON PAGE 7) 85,000

(51) TOTAL PROJECT REVENUES  
(MUST EQUAL #47 ON PAGE 7) \$ 842,361 \* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: A-7

ORGANIZATION: Miami Momentum Dance Company, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Miami Beach Dance Festival 2009

RECOMMENDATION: \$7,290

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: April 1, 2009 - May 10, 2009

EVENT LOCATION: Colony Theater, Manuel Artime Theater, Byron Carlyle

DESCRIPTION:

Funds are requested to support the Miami Beach Dance Festival held April 1, 2009 through May 10, 2009 at several venues including the Byron Carlyle Theater, Manuel Artime Theater and the Colony Theater among other venues.

HOTEL CONFIRMATION:

Coconut Grove Sonesta Hotel

OUTSIDE MEDIA:

WLRN

Miami Beach TV

PREVIOUS TDC FUNDING:

\$7,290 (07-08); \$10,000 (06-07); \$9,000 (05-06); \$10,000 (04-05)

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@miamidadegov](mailto:ndb1@miamidadegov)

**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 Momentum Dance Company, Inc.

Organization Address: PO Box 331973

City: Coconut Grove State: FL Zip: 33233 Website: [www.momentumdance.com](http://www.momentumdance.com)

(4) Applicant Institution Type:  Cultural  Non-

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1982

(7) FEI#: 59 - 2186047 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/21/09 Time: 12:20 PM

(10) Name: Delma iles  Mr.  Mrs.  Miss  Dr.

Title: Artistic Director Phone (day): (305) 858 - 7002 ext.

Email: [mdance-](mailto:mdance-) Fax: (305) 443 - 3303 Phone (other): (305) 606 - 8478 ext.

**PROJECT INFORMATION**

(11) Project Title: Miami Dance Festival 2009

(12) Starting and Ending Dates: 4/1/09-5/10/09 (13) Starting and Ending Times: 10:00AM-10:30PM

(14) Address or Location of Project: multiple locations: Colony, Manuel Artime, Byron Carlyle Theaters +

(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: # 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: 4,500 Performing/Participating Total: 42  
 Children: \_\_\_\_\_ Children: 900

(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 Dance Festival! April 1-May 10*

**Events:** 18                      **Admission:** \$8 to \$25 depending on the event. 5 free events

#### **Artists/locations**

- 1) Internationally acclaimed Ballet Flamenco La Rosa premieres a Flamenco dance drama based on Shakespeare's *King Lear*, live music/Arttime Admission General Admission \$20 Students/Seniors \$8
- 2) Ballet Flamenco La Rosa in *Fiesta Flamenca* – a program of pure Flamenco/Arttime
- 3) Internationally recognized Momentum Dance Company premieres new work plus historic and contemporary modern dance/Arttime/2 shows Admission \$20 Students /Seniors \$8
- 4) Bollywood Night showcases this hot international dance/musical style from the world's largest film industry/Cinematheque. Film & Bollywood dance demonstration. Free Admission
- 5) Brazz Dance Theater premieres Afro-Brazilian style *Dreaming Amazonia* by Guggenheim Award winning Choreographer Augusto Soledade/Colony/2 shows Admission \$20 Students/Seniors \$10
- 6) *Best of Now*: local favorite Dance Now! in a blend of new works & popular favorites/Byron/2 shows. Admission \$25 Students /Seniors \$15
- 7) Lecture/Performance on Historic Modern Dance by Momentum Dance Company & international expert Dr. Andrea Seidel/CG Library. Free Admission
- 8) Dance Now informal *Evening of Modern Dance*, PAN. Free Admission
- 9) *Dance in the Park*: Dance Now! showcases works created for the outdoors and audience interaction/North Shore Park. Free Admission

**Tourism** – This project will attract over 1,500 out of county and 1,000 out of state visitors because of its unique appeal to dance enthusiasts, dance teachers, students, scholars, historians, writers, and critics. The combination of an unprecedented 4 World Premieres in diverse dance styles, each highly anticipated in its own right, plus unique events such as Bollywood Film Night, *Dreaming Amazonia* and *El Rey Lear* give the MDFestival a profile that no one else can offer! Events are selected to appeal to Hispanic, youth, senior, African-American and international audiences. More free events than ever will appeal to visitors as well as local families in three different neighborhoods. Festival 2008 attracted national TV and print coverage. The expanded Festival 2009 will attract even more as our reputation for innovation and cross-cultural collaboration continues to grow! Current media coverage includes Univision (April 22), NBC (April 1), WLRN (March 30), dates currently in discussion with other media outlets

**Why is project attractive for TDC** – It offers a unique profile with national and international resonance in cultural/multi-cultural circles, attracting dance enthusiasts, teachers, scholars, students, writers and historians, critics. It creatively leverages arts to bring new tourism and economic development to an underserved but emerging neighborhoods, providing an exciting dynamic with a county-wide presence. Further, it utilizes the combined seasons and outreach of five South Florida groups in a positive, community-building way that meets local tourism goals and attract national media.

**Collaborations** Miami Beach Cinematheque, Coral Gables Library, Ballet Flamenco La Rosa, Brazz Dance Theater, Dance Now! Ensemble

**Media sponsors:** Dance Channel -a new TV channel that solely covers dance nationally; WLRN Radio, Tendu Magazine (NYC based dance & fitness publication)

**Implementation** – Overall event coordination by Momentum with a 26-year track record of administrative excellence and creative programming. Local (both English & Spanish language) and National publicists are promoting this event. Online ticketing available on Momentum's website. Festival brochure will be mailed to 25,000, plus other local promotions.

The 2005-2008 Miami Beach Dance Festivals are the best example of Momentum's ability to produce an event of this nature. Collectively, they have exceeded all expectations in every area: attendance, ticket sales, press coverage, community participation, and participant satisfaction. All events ran smoothly and on schedule.

The 2008 Festival enjoyed outstanding local, state and national press coverage – over 50 pages of articles, interviews and reviews in English and Spanish.

The 2009 Festival expands to 6 weeks (encompassing National Dance Week) and includes events countywide: Miami, Miami Beach and North Beach, Coral Gables, North Miami. Artistic Director Delma Iles also has extensive experience in producing similar events for FIU, Children's cultural Coalition and other organizations

**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>	4,000				4,000	3,000
ARTISTIC:	NUMBER OF ARTISTS: <u>10</u>	8,000				8,000	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>16</u>	8,500		2,000		6,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>42</u>	15,000				15,000	400
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>4</u>	2,800				2,800	400
MARKETING/PUBLICITY		26,000		7,000		19,000	7,800
PRINTING		5,400		2,000		3,400	
POSTAGE		3,000		2,000		1,000	
IN-COUNTY TRAVEL							500
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		300				300	
EQUIPMENT PURCHASE							
SPACE RENTAL		8,300		2,000		6,300	7,400
INSURANCE		1,000				1,000	
UTILITIES							
SUPPLIES/MATERIALS		100				100	500
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	MISCELLANEOUS/INCIDENTALS	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)

83,400 = 15,000 + 68,400

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

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

20,000

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

\$ 103,400

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	30,200		
CONTRACTED SERVICES	18,500		
TUITIONS			
CORPORATE SUPPORT		14,600	MDGLCC, ZYSCOVICH, C.B. RICHARD ELLIS
FOUNDATION SUPPORT	2,000		
PRIVATE/INDIVIDUAL SUPPORT	4,500	3,400	PRIVATE INDIVIDUALS
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
Florida Dance Grant	4,000		
Miami Dade Cult Ad- vancement Grant & Cor- LOCAL			
al Gables Grant	8,000	2,000	VCA, C.GABLES LIBRARY
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Concessions	1,200		

**(48) GRANT AMOUNT REQUESTED**  
(MUST EQUAL #44 ON PAGE 7)

**15,000**

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

**83,400**

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

**20,000**

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

**\$ 103,400**

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

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

---

	<b>Agenda Item No.:</b>	<b>A-8</b>
<b><u>ORGANIZATION:</u></b> Miami River Fund, Inc.	<b><u>GRANT REQUEST:</u></b>	\$15,000
<b><u>TITLE OF EVENT:</u></b> Miami Riverday 2009	<b><u>RECOMMENDATION:</u></b>	\$7,200

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 4, 2009

**EVENT LOCATION:** Jose Marti Park, SW 4 Street & SW 4 Avenue

**DESCRIPTION:**

Funds are requested to support the 13th Annual Miami Riverday Festival on Saturday, April 4, 2009, at Jose Marti Park. The free festival celebrates the unique culture and heritage of the Miami River, featuring live music, kids' activities, local cuisine, boat tours and complementary water taxi rides to hotels in the Downtown Miami and Brickell areas.

**HOTEL CONFIRMATION:**

None

**OUTSIDE MEDIA:**

WMCU 1080 AM

WKAT 1360 AM

**PREVIOUS TDC FUNDING:**

\$8,000 (07-08) Start new cycle; \$8,000 (02-03); \$7,200 (01-02); \$8,000 (00-01)

**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):

Miami River Fund, Inc.

Organization Address: 1407 NW 7 Street, Suite D

City: Miami State: FL Zip: 33125 Website: [www.miamirivercommission.org](http://www.miamirivercommission.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1998

(7) FEI#: 65 - 0867648 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date 1/8/09 Time: 3 pm

(10) Name: Ashley Chase  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Assistant Managing Director Phone (day): (305) 644 - 0544 ext.

Email: [miamiriver@bellsouth.net](mailto:miamiriver@bellsouth.net) Fax: (305) 642 - 1136 Phone (other): (786) 218 -3319 ext.

**PROJECT INFORMATION**

(11) Project Title: Miami Riverday 2009

(12) Starting and Ending Dates: April 4, 2009 (13) Starting and Ending Times: 11 am-4 pm

(14) Address or Location of Project: Jose Marti Park, SW 4<sup>th</sup> Street and SW 4<sup>th</sup> Avenue

(15) Municipality in which project will take place (use codes): Primary: # 1 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: # 5 Florida State Senate District: # 40

Florida State House District: # 120 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: 10,000 Performing/Participating Total: 148  
 Children: 5,000 Children: 2

(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 River Fund, Inc. (MRFI) is applying to the Miami-Dade County Department of Cultural Affairs Tourist Development Council Grants Program to partially fund the 13<sup>th</sup> Annual Miami Riverday Festival. Miami Riverday celebrates the unique natural resource and heritage of the Miami River. This year, Miami Riverday will be celebrated on Saturday, April 4, 2009, 11 am to 4 pm at José Martí Park, a scenic waterfront venue in the heart of East Little Havana. José Martí Park is located between SW 4<sup>th</sup> Street and SW 4<sup>th</sup> Avenue, just blocks away from the multicultural hub of SW 8<sup>th</sup> Street and Downtown Miami. The annual free festival features riverboat tours, live music [performances by Lanny Smith and the Earthman Project and Grant Livingston], historical re-enactments, environmental education, marine exhibits, children activities (art education, petting zoo, rock climbing, face painting, stiltwalkers and jugglers), economic development information and local cuisine. One of the most popular tourist areas in Miami is Downtown. Miami Riverday 2009 will take place within the Little Havana Neighborhood Enhancement Team (NET) District, near Downtown Miami. The Little Havana NET Administrator Pablo Canton has stated that Miami Riverday is one of few annual festivals in Downtown Miami, and the signature event along the Miami River. José Martí Park is located minutes away and/or within walking distance from several major hotels frequented by tourists, including the Hyatt Regency, The Riverpark Hotel, Mandarin Oriental, Epic, Hotel InterContinental Miami, Conrad Miami, J.W. Marriott, Radisson Downtown Miami, Doubletree Grand Hotel Biscayne Bay. There are a total of 4,000 hotel rooms minutes away and/or within walking distance of Miami Riverday 2009. The Downtown Development Authority and the Greater Miami Convention & Visitor's Bureau markets Miami Riverday to hotels. Tourists will be given an opportunity to come together with Miami-Dade County's culturally diverse community to enjoy live music, tours and local cuisine in a festive waterfront environment, while learning about the fourth largest port in the State of Florida- generating over \$4 billion in trade with Caribbean countries annually. Miami Riverday is well-suited for Tourist Development Council funds because it is one of few free annual festivals along the Miami River and Downtown Miami, a local tourist focal point. The MRFI's 12 years of experience in producing this annual free event makes us well prepared to continue creating a successful Riverday festival for tourists to enjoy. Miami Riverday 2009 will provide tourists with a genuine taste for the Miami River's culture and history. Miami Riverday 2009 will be aggressively marketed with TDC funding. Miami Riverday 2009 is being marketed with nearly \$10,000-worth of bilingual in-kind and paid radio and newspaper advertisements on several radio stations and newspapers including: The Miami Herald, El Nuevo Herald, New Times, Diaro de las Americas, 1360 AM WKAT, 1080 AM WMCU, 890 AM BIZ In addition, over 5,500 bi-lingual fliers (attached) were distributed throughout the community and 15 street banners were placed in high-traffic areas. Miami Riverday will continue to be marketed on the internet via Miami River Commission, Miami-Dade County, City of Miami, the Greater Miami Convention & Visitors Bureau, the Greater Miami Chamber of Commerce, and Miami events websites. The Miami River Commission, The Dade Heritage Trust, The South Florida Water Management District, the Miami River Marine Group, the Greater Miami Chamber of Commerce and the Downtown Development Authority all did separate invitation email and mail-outs.

**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 CONTRIBU TIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF						
EMPLOYEES:		<u>2</u>					<u>\$250</u>
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF						
EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>100</u>		<u>4,959</u>		<u>4,959</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>20</u>		<u>2,444</u>		<u>2,444</u>	<u>\$1,000</u>
MARKETING/PUBLICITY				<u>23,306</u>	<u>15,000</u>	<u>8,306</u>	<u>\$5,166</u>
PRINTING				<u>1,521</u>		<u>1,521</u>	
POSTAGE				<u>200</u>		<u>200</u>	
IN-COUNTY TRAVEL				<u>50</u>		<u>50</u>	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				<u>5,257</u>		<u>5,257</u>	<u>\$1,200</u>
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>500</u>		<u>500</u>	
INSURANCE				<u>1,098</u>		<u>1,098</u>	
UTILITIES				<u>431</u>		<u>431</u>	
SUPPLIES/MATERIALS				<u>2,489</u>		<u>2,489</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
CITY OF MIAMI FEES				<u>4,251</u>		<u>4,251</u>	
PERMITS				<u>868</u>		<u>868</u>	
RIVERBOAT TOURS				<u>3,075</u>		<u>3,075</u>	<u>\$2,000</u>
FLOATING DOCKS							<u>\$3,000</u>

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

**15,000**

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

**50,449 = 15,000 + 35,449**

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

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

**12,616**

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

**\$63,065**

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	9,380	12,616	
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>Community Grants</u>	10,000		
APPLICANT CASH ON HAND (START-UP CASH)	16,069		
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) 50,449

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) 12,616

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) 63,065

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

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

Agenda Item No.: A-9

ORGANIZATION: Miami-Dade Public Library Foundation, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Art of Storytelling

RECOMMENDATION: \$11,250

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: April 1 - May 2, 2009

EVENT LOCATION: Main Library, 101 West Flagler

DESCRIPTION:

Funds are requested to support a collaboration between the Miami-Dade Public Library and the Toronto Public Libraries. During this cultural and professional exchange, librarians and storytellers research and perform their craft in each other's country culminating in a week long series of professional/artistic workshops, library visits, and an international storytelling festival at the Miami-Dade Library's main branch. In its 9th year, the program attracts both a national and international audience.

HOTEL CONFIRMATION:

Hotel St. Michel  
Best Western Coral Gables

OUTSIDE MEDIA:

Miami Herald  
El Nuevo Herald

PREVIOUS TDC FUNDING:

\$12,500 (07-08); \$4,000 (06-07) End of Cycle; \$5,000 (05-06); \$5,000 (04-05); \$2,250 (02-03); \$2,500 (00-01)

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):

Miami-Dade Public Library Foundation, Inc.

Organization Address: 101 West Flagler Street

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

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2002

(7) FEI#: 01 - 0808831 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/15/09 Time: 11:00 am

(10) Name: Kathleen Murphy  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director Phone (day): (305) 895 - 5843 ext.

Email: [kathleenmuphy@live.com](mailto:kathleenmuphy@live.com) Fax: (305) 375 - 5545 Phone (other): (305) 710 - 5433 ext.

**PROJECT INFORMATION**

(11) Project Title: Art of Storytelling

(12) Starting and Ending Dates: 4/1/09 - 5/2/09 (13) Starting and Ending Times: 9:30am to 9pm

(14) Address or Location of Project: Main Library, 101 West Flagler Street, Miami, FL

(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: # 1 Florida State Senate District: # 40

Florida State House District: # 107 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: 9000 Performing/Participating Total: 60  
 Children: 6500 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

**WHAT:** The Art of Storytelling is an annual week-long cultural and educational conference featuring national and international performers and lecturers appearing at schools, libraries, professional workshops, and a family festival that is free and open to the public. At the heart of the conference is a cultural and professional exchange in which librarians and storytellers research and perform their craft in each other's country. In addition to this year's partners from Toronto, the Library is bringing national award-winning authors/storytellers to conduct workshops and to perform at the Festival.

**HOW:** Presenting this program as an educational conference featuring high-quality professional workshops led by internationally recognized professionals is what brings individuals and groups to Miami-Dade County. Last year, visitors came from Colombia, the Caribbean, Brazil, Canada, Philadelphia, France as well as around the nation and Florida. The workshops, which have a \$50/25 participation fee, are part of a 4-day conference and are geared to professionals working with children. Participants in the workshops learn ways how they, as Librarians, day care workers, parents, and teachers, can impact the lives of our children through stimulating their imagination, sharing cultures, and instilling in the children a love of the arts, reading, and libraries.

**WHEN:** This year's Art of Storytelling week runs from April 25 to May 2 (see attached). Guest artists and the contingent from Toronto will spend the beginning of the week visiting schools and libraries. Workshops will be held at the Main Library on Friday, May 1<sup>st</sup>. A closing reception will be held on that Friday at the Canadian Consulate where local VIPs, sponsors, workshop attendees, and guests from Toronto will be able to network. The week culminates on Saturday with the Art of Storytelling Family Festival Day. The festival is open and free to the public. Last year more than 7,000 people attended the Festival. The culture of Canada and other countries will be showcased in performances by world renowned storytellers, art, and food all used to highlight their unique histories and culture. There will be a children's corner, a Food Bazaar, crafts, costumed characters, and much more.

**WHERE:** The workshops and festival will be held at the Main Library in downtown Miami with activities taking place inside the Library and the Historical Museum of Southern Florida and outside in the Cultural Plaza.

**WHO:** As well as the contingent from the Toronto Public Library and those involved in the program from the Miami-Dade Public Library Foundation, there will be many artists and groups of artists involved. Bios are attached.

**HOW:** Because this project has a proven track record with professionals receiving education credits, audiences and performers learning about other cultures and acquiring a greater love of learning, business connections being made through the cultural exchange and the social interactions, this is an attractive project for the TDC. However, even with the support of the Secretary of State, the Canadian Consul, the American Library Association, the Miami-Dade Public Schools, and our various sponsors, funds are needed to underwrite the professional and artistic presenters and associated activities at the workshops. Currently the underwriters of the festival and the workshops are Bank of America, the City of Coral Gables, The Miami Herald, El Nuevo Herald, the Canadian Consulate, and the Holiday Inn.

Project planning begins in July when partner countries are contacted. Save the Date cards are sent out via email and post in November. Links are provided to the host hotel, the County's web portal, and the Chamber of Commerce. Performers are contracted by December. In January, Miami staff visit the partner country and registration brochures are sent out to schools and libraries throughout the country. In February, a booth is set up at the ALA Convention. In March, registrations are resent. Articles on the festival begin to appear in local and regional newspapers in April. A full push begins mid-April. Canadian guests are honored at the BCC. Recap meetings are held in June.

**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>10</u>				<u>6,500</u>	<u>4,000</u>
ARTISTIC:	NUMBER OF ARTISTS:						<u>3,000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>15</u>				<u>6,300</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>40</u>				<u>56,110</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>5</u>				<u>3,000</u>	<u>4,000</u>
MARKETING/PUBLICITY				<u>15,000</u>		<u>18,000</u>	<u>5,000</u>
PRINTING						<u>28,000</u>	
POSTAGE						<u>2,000</u>	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL						<u>10,000</u>	<u>2,000</u>
EQUIPMENT RENTAL						<u>26,650</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL						<u>1,500</u>	<u>25,000</u>
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS						<u>9,770</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
RECEPTION						<u>3,500</u>	<u>1,000</u>
HOSPITALITY						<u>6,000</u>	
MINI-FESTIVAL						<u>1,000</u>	

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

**15,000**

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

**193,330** = 15,000 + 178,330

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

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

**44,000**

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

**\$ 237,330**      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	7,500		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT		8,000	SEE ATTACHED BUDGET
FOUNDATION SUPPORT	25,000		
PRIVATE/INDIVIDUAL SUPPORT		13,000	SE ATTACHED BUDGET
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL <b>MDC - CG</b>	10,000		
APPLICANT CASH ON HAND	7,500		
OTHER REVENUES (Itemize below)			
Library System	128,330		
Space Rental		25,000	HISTORICAL MUSEUM
<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)

**193,330**

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

**44,000**

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

**\$ 237,330**

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

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

Agenda Item No.: A-10

**ORGANIZATION:** Michael-Ann Russell Jewish Community Center, Inc.

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

**TITLE OF EVENT:** Festival Yachad - Israeli Folk Dance Festival

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** May 31 & June 6, 2009

**EVENT LOCATION:** North Miami Beach Performing Arts Theater, Michael-Ann Russell JCC

**DESCRIPTION:**

Funds are requested to support the Michael-Ann Russell Jewish Community Center's (JCC) annual Israeli Folk Dance Festival featuring more than 500 dancers from the JCC's Bamachol Dance Academy along with 180 dancers from Israeli dance groups from Latin America and South Florida. Festival Yachad will include two performances at the North Miami Beach Performing Arts Theater on May 31, 2009 and performances at the JCC on June 6, 2009.

**HOTEL CONFIRMATION:**

Marco Polo Beach Resort

**OUTSIDE MEDIA:**

Print: Miami Herald; Jewish Journal; Sun Sentinel

**PREVIOUS TDC FUNDING:**

\$5,000 (07-08); \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05)

**OTHER GOVERNMENT FUNDING:**

CG - \$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):  
 Michael-Ann Russell Jewish Community Center  
 Organization Address: 18900 NE 25<sup>th</sup> Avenue  
 City: North Miami Beach State: FL Zip: 33180 Website: [www.marjcc.org](http://www.marjcc.org)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1987
- (7) FEI#: 59 - 2791269 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: 1/6/08 Time: 10:30am
- (10) Name: David T. Surowitz  Mr.  Mrs.  Ms.  Miss  Dr.  
 Title: Assistant Executive Director Phone (day): (305) 932 - 4200 ext. 127  
 Email: [marjccdavid@aol.com](mailto:marjccdavid@aol.com) Fax: (305) 937 - 1793 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

- (11) Project Title: Festival Yachad – Israeli Folk Dance Festival
- (12) Starting and Ending Dates: 5/31/09 & 6/6/09 (13) Starting and Ending Times: 5-7pm/9:15-11pm
- (14) Address or Location of Project: North Miami Beach Performing Arts Theatre & Michael-Ann Russell JCC
- (15) Municipality in which project will take place (use codes): Primary: # 7 Secondary: # 0
- |                      |                      |                         |                      |
|----------------------|----------------------|-------------------------|----------------------|
| 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: # 104 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: 2000 Performing/Participating Total: 700  
 Children: 100 Children: 400
- (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:** Festival Yachad, an annual Israeli dance festival presented by the Michael-Ann Russell Jewish Community Center's Bamachol Dance Academy, is a celebration of contemporary Jewish life and culture featuring 500 students enrolled in the JCC's year-round dance program, along with invited Israeli dance groups from Broward County and from abroad. This year, the Festival will expand from two to three performances over two successive weekends – two of the performances will be presented in North Miami-Dade County. This year's festival theme will be "100 Years of Tel Aviv" in commemoration of the founding of the oldest Hebrew city of modern times.

**HOW:** Festival Yachad will bring to Miami-Dade County at least 140 dancers from abroad who will, during their stay, reside at the Marco Polo Beach Resort, 19201 Collins Avenue, Sunny Isles Beach, and frequent local stores, businesses, and restaurants. It is estimated that 160 hotel rooms will be utilized during their stay. It is anticipated that two Broward based invited dance groups composed of 40 dancers will generate audience support from Broward County and that residents of Broward and Palm Beach Counties interested in Israeli dancing and Jewish cultural programming will attend the event.

**WHEN & WHERE:** Festival Yachad will kickoff with a Children's Performance on Sunday, May 31, at the North Miami Beach Performing Arts Theater, 17011 NE 19<sup>th</sup> Avenue, North Miami Beach, featuring 400 dancers enrolled in the JCC's Bamachol Dance Academy, 40 dancers from two Broward based temple dance groups, and 40 dancers from Mexico Ryverdance Studio. On Saturday, June 6, the JCC's Scheck Family Gymnasium, 18900 NE 25<sup>th</sup> Avenue, North Miami Beach, will be transformed into a theatre to accommodate a performance highlighting 100 visiting dancers from Mexico's Project Dalet and Brazil's Aviv Dance Troupe, and 100 dancers from the Bamachol Dance Academy's four performing dance groups. In addition to the two performances, our visiting dancers will enjoy traditional Friday night Sabbath dinners at the Ramada, in addition to organized social activity including lunch and shopping at the Aventura Mall, and an evening at the Waterways.

**HOW:** TDC funding will enhance Festival Yachad's tourist attractiveness by enhancing the JCC's ability to market and promote the event through paid advertising (e.g., The Herald, Aventura News, Jewish Journal, Around Town Magazine, Sun Sentinel, the Spanish press,) printing of promotional material to distribute to hotels and eateries throughout Miami-Dade, Broward, and Palm Beach Counties. The promotion of Festival Yachad will begin by April 15. It is anticipated that approximately 2,000 individuals will be in attendance. Towards the event's implementation, invitations to visiting Israeli dance groups were extended this past November with a RSVP deadline of April 1. Upon a group's positive response, Festival Artistic Director, Roger Weiger, immediately begins communication with each group's choreographer(s) to coordinate their respective performances. This past September, dancers from the Bamachol Dance Academy began learning choreographies that will be presented at Festival Yachad. Beginning in March, promotional efforts will begin as tickets go on sale for these two 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>5</u>	7,000		0		7,000	5,408
ARTISTIC:	NUMBER OF ARTISTS: <u>22</u>	0		0		0	7,154
TECHNICAL:	NUMBER OF EMPLOYEES: <u>4</u>	2,500		0		2,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>3</u>	3,500		0		3,500	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>3</u>	1,500		0		1,500	
MARKETING/PUBLICITY		10,000		2,500		7,500	
PRINTING		10,000		0		10,000	2,000
POSTAGE		1,800		0		1,800	
IN-COUNTY TRAVEL		2,000		500		1,500	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		6,000		1,500		4,500	
EQUIPMENT PURCHASE							
SPACE RENTAL		3,000				3,000	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS		12,000		5,000		7,000	2,000
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	PROF. SOUND/LIGHTING	2,500		0		2,500	
	REFRESHMENTS DANCERS	2,200		0		2,200	
	SECURITY	1,250		0		1,250	
	VIDEO PRODUCTION	1,000		500		500	

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

10,000

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

66,250 = 10,000 + 56,250

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

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

16,562

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

\$82,812

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	21,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	20,000	4,000	DARNEL INC., MARK WEISSER
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	5,250	12,562	ADMIN./ ARTISTIC FEES
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL CG/09	10,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	10,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	66,250		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		16,562	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 82,812		* Sum of #49 Cash & #50 In-kind

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

---

Agenda Item No.: A-11

---

**ORGANIZATION:** Virginia Key Beach Park Trust

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

**TITLE OF EVENT:** Fun in the Sun Youth Festival

**RECOMMENDATION:** \$13,500

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 25, 2009

**EVENT LOCATION:** 4020 Virginia Beach Drive, Miami, FL 33149

**DESCRIPTION:**

Funds are requested to support Virginia Key Beach Park's first green initiative targeting youths that creates awareness of the park on April 25, 2009. The "Fun in the Sun Youth Festival" features youth entertainers Sean Kingston, Selena Serrano, Shonie and Lunch Money.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$15,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

Community Grants - \$7,500

---

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):

Virginia Key Beach Park Trust

Organization Address: 4020 Virginia Beach Drive

City: Miami State: Florida Zip: 33149 Website: [www.virginiakeybeachpark.net](http://www.virginiakeybeachpark.net)

(4) Applicant Institution Type:  Cultural  Non-Cultural

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

(7) FEI#: 65 - 1118022 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/8/09 Time: 3 pm

(10) Name: David S. Friedman  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Marketing/Media Director Phone (day): (305) 960 - 4606 ext.

Email: [dfriedman@miamigov](mailto:dfriedman@miamigov) Fax: (305) 960 - 4620 Phone (other): (305)960 - 4600 ext.

**PROJECT INFORMATION**

(11) Project Title: Fun in the Sun Youth Festival

(12) Starting and Ending Dates: April 25<sup>th</sup>, 2009 (13) Starting and Ending Times: 12 pm – 8 pm

(14) Address or Location of Project: 4020 Virginia Beach Drive, Miami, Florida 33149

(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 Dorai
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: 3000 Performing/Participating Total: 100  
 Children: 2000 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 Historic Virginia Key Beach Park, will launch its first green initiative event, Fun in the Sun Youth Festival. Fun in the Sun Youth Festival is the ultimate celebration of outdoor activities, environmental initiatives, healthy alternatives and entertainment for the youth of our community. This fun filled all day event is being presented to help the local community realize, respect and re-connect with nature.

**WHEN:** The Fun in the Sun Youth Festival will be held on Saturday, April 25th, 2009 on the green open space at Virginia Key Beach Park beginning at 12 noon to 8 pm in the evening.

**WHERE:** The Historic Virginia Key Beach Park is located on the eastern shore of the island of Virginia Key, which is located in Biscayne Bay just off the coast of downtown, Miami, Florida. The beach park is 82.5 acres of pristine beachfront property on the Atlantic Ocean shoreline. In addition to a long strip of sandy shoreline, the beach park will have a children's recreational area, dance pavilion, picnic pavilions, bath houses, a carousel, mini-train and food and crafts vendors. There will also be live entertainment and health demonstrations throughout the day. Some of the scheduled activities identified for the youth participants and accompanying adults as well include: Historic Tours of the Park; Planting; Presentations by Danni Washington of the Big Blue and You Foundation, City of Miami Sustainable Initiatives, Green Building Counsel, Publix-Green Wise; Scavenger hunts and contests; Wii Fit; Cooking demonstrations; outdoor interactive activities; Youth Entertainers and Green Education among others. The proposed line up of local youth entertainers include: Sean Kingston, Selena Serrano, Shonie and Lunch Money.

**WHO:** The target audience for the Fun in the Sun Youth Festival would be youth between the ages of 5 to 17 years old. The event would also appeal to youth visiting the South Florida area during the spring break. The event plans to attract more than three thousand participants deriving from local schools, youth organizations, churches and visitors. This event is free of charge to the public; however, there is an entry fee of \$3.00 for all vehicles entering the park. VKBPT has not blocked any hotel rooms for this event.

There are a number of community partners for this project which include: the City of Miami Sustainable Initiatives, The Children's Trust, CSprockets Foundation, WMIB-The Beat, 103.5FM, Arts for Learning and the Big Blue and You Foundation. Volunteers are being sought from local organizations, church youth groups, college and university students. This event will be promoted by advertisements throughout the city using newspapers, pamphlets, flyers, billboards, internet, City of Miami Communications Dept., Greater Miami Convention and Visitors Bureau and other media. There will also be remote radio and television broadcasts during the event. Media sponsors negotiations are being made with Clear Channel (Y-100, 93.9) and Beasley Broadcasting (Power 96).

**WHY:** Fun in the Sun Youth Festival would benefit from County funding because it is a green initiative that has the ability to create eco-tourism and educate local and visiting youth and others of the historical natural environment of the newly reopened Historic Virginia Key Beach Park while at the same time promote healthy lifestyles.

**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>10</u>	<u>3000</u>				<u>3,000</u>	<u>500</u>
ARTISTIC:	NUMBER OF ARTISTS: <u>4</u>	<u>15,000</u>		<u>4,000</u>		<u>11,000</u>	<u>1000</u>
TECHNICAL:	NUMBER OF EMPLOYEES: <u>10</u>	<u>2,000</u>				<u>2,000</u>	<u>500</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: _____	_____		_____		_____	_____
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: _____	_____		_____		_____	_____
MARKETING/PUBLICITY		<u>15,000</u>		<u>7,500</u>		<u>7,500</u>	_____
PRINTING		<u>3,000</u>		<u>1,500</u>		<u>1,500</u>	_____
POSTAGE		<u>2,000</u>		<u>500</u>		<u>1,500</u>	_____
IN-COUNTY TRAVEL		_____		_____		_____	_____
OUT OF COUNTY TRAVEL		_____		_____		_____	_____
EQUIPMENT RENTAL		<u>7,000</u>		<u>1,000</u>		<u>6,000</u>	<u>1,000</u>
EQUIPMENT PURCHASE		<u>2,000</u>		_____		<u>2,000</u>	_____
SPACE RENTAL		_____		_____		_____	_____
INSURANCE		_____		_____		_____	_____
UTILITIES		_____		_____		_____	_____
SUPPLIES/MATERIALS		<u>2,000</u>		<u>500</u>		<u>1,500</u>	<u>500</u>
OTHER COSTS (ITEMIZE BELOW):		_____		_____		_____	_____
		_____		_____		_____	_____
		_____		_____		_____	_____
		_____		_____		_____	_____
		_____		_____		_____	_____
		_____		_____		_____	_____

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

**15,000**

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

**51,000** = 15,000 + 36,000

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

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

**3,500**

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

**\$ 54,500**      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



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

Agenda Item No.: B-1

**ORGANIZATION:** Dade Community Foundation f/a Miami Beach Gay Pride, Inc. **GRANT REQUEST:** \$15,000

**TITLE OF EVENT:** Miami Beach Gay Pride

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 18, 2009

**EVENT LOCATION:** Ocean Drive, Miami Beach

**DESCRIPTION:**

Funds are requested to support fees and rental equipment expenses for the Miami Beach Gay Pride Parade taking place on Saturday, April 18, 2009. The parade includes a stage area for presentations and performances by local personalities, as well as a parade on down Ocean Drive, from 5th to 14th Streets.

**HOTEL CONFIRMATION:**

Prime Hotel Group  
SoBeYou Hotel  
Desires Hotel

**OUTSIDE MEDIA:**

CBS 4 - Pending

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

Dade Community Foundation - \$5,000  
VCA - \$25,000  
Knight/Aqua Foundation - \$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):

Dade Community Foundation, Inc. (Fiscal agent for Miami Beach Gay Pride, Inc.)

Organization Address: 200 S. Biscayne Blvd.

City: Miami State: FL Zip: 33132 Website:

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1967

(7) FE#: 65 - 0350357 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/08/2009 Time: 3:00PM

(10) Name: Cindy Brown  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Operations Director Phone (day): (786) 210 - 0613 ext.

Email: [cindy@miamibeachgaypride.com](mailto:cindy@miamibeachgaypride.com) Fax: (305) 944 - 2268 Phone (other): ( ) - ext.

PROJECT INFORMATION

(11) Project Title: Miami Beach Gay Pride

(12) Starting and Ending Dates: April 18, 2009 (1 day) (13) Starting and Ending Times: 12PM -- 7PM

(14) Address or Location of Project: Ocean Drive, 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 Cutter 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): LGBT

(18) Expected Participation (# of individuals): Attending Total: 5000 Performing/Participating Total: 500  
Children: 500 Children: 100

(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 Beach Gay Pride** is an initiative of Miami Beach Mayor Mattie Bower's committee for Gay Business Development. Miami Beach Gay Pride, Inc was incorporated in July 2008 and we are currently pursuing our own 501c3. This is a new event planned to attract the broad LGBT community from South Florida and beyond to Miami Beach for a parade and festival. There is no other event in Miami-Dade that is specifically geared to the broad LGBT community as opposed to one specified segment like the White Party & Winter Party for the men, Aqua Girl for the women's community – Family Pride events for the GLBT community with children. We have confirmed participation by John Amechi and Richie Rich as Grand Marshalls and are currently confirming additional celebrity participants.

MBGP takes place April 18, 2009 on Ocean Drive in Miami Beach. "Pride" will begin at noon with a parade up Ocean Drive from 6<sup>th</sup> to 14<sup>th</sup> Street featuring floats, marching bands, classic cars and walking groups. The festival will be set up in Lumas park between 12 & 14<sup>th</sup> streets and will feature a stage with a variety of entertainment until 7PM. The Festival will feature resources LGBT Youth, Men's/Women's Health, Travel, LGBT Advocacy, among others.

There hasn't been a "Gay Pride" in Miami Beach since the early 1990s and not one in Miami-Dade County since 1997. With the mainstreaming of the gay community there seems to be less of a push for community oriented events and there doesn't seem to be the opportunity for the gay community as a whole to come together completely outside of a party atmosphere to share resources. There are a number of compartmentalized events for specific demographic groups such as men, women and families but there aren't opportunities for all of these groups to come together. This event will provide a venue for all groups within the GLBT community to celebrate our collective diversity and learn about opportunities and resources.

Miami, South Beach specifically, has a reputation for being the "gay capital of the south". However, how can this be when there is no Pride event? The geographic focus for this event will be the greater South Florida community including Broward, Palm Beach and Monroe counties in addition to Miami-Dade County.

This event will strengthen the community in a time when the social and political climate is tenuous at best. With funds from the TDC we will have the opportunity to attract a higher level of artists to participate by offering artist fees and providing more marketing for them. With higher profile artists, we can attract a larger and broader based audience to Miami for the weekend. (tentative stage schedule attached)

We have cooperative relationships with many organizations in the community to ensure the success of MBGP including, Miami Dade Gay & Lesbian Chamber of Commerce, National Gay & Lesbian Task Force, Winter Party, Care Resource and The Aqua Foundation. These organizations, as well as being marketing partners by communicating our information to their lists; they are also participating in both the parade and expo to further demonstrate their commitment.

We have secured media sponsors from a variety of mediums including print, radio (93.9 & Y-100) and TV (Plum TV) resulting in a commitment for over 2,500,000 not including our own website, postcards and e-mail communications. We have purchased taxi-tops that will promote the event throughout Miami-Dade county and at the airport and will have pre-event promotion on Plum TV.

We have also partnered with the GMCVB Boutique Hotels to offer special rates for the weekend and have blocked over 50 room nights for the weekend. These specials are listed on our website with links and are advertised in special e-mail blasts. We will survey the success of this program and hope to expand this program for subsequent years. (List of hotels attached)

We expect over 5000 spectators in our first year and intend to make this an annual event.

We have also been awarded \$25,000 from the Miami Beach VCA to enhance our opportunities for marketing and promotion. With a TDC award we can market a higher profile 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:	_____		_____		_____	_____
ARTISTIC:	NUMBER OF ARTISTS:	_____		_____		_____	_____
TECHNICAL:	NUMBER OF EMPLOYEES:	_____		_____		_____	_____
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>5</u>		10,000		10,000	_____
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>		40,000	10,000	30,000	10,000
MARKETING/PUBLICITY		24,500				24,500	15,000
PRINTING		5,000				5,000	_____
POSTAGE		5,500				5,500	_____
IN-COUNTY TRAVEL		1,000				1,000	_____
OUT OF COUNTY TRAVEL		1,250				1,250	1,000
EQUIPMENT RENTAL		21,500		5,000		16,500	_____
EQUIPMENT PURCHASE		_____		_____		_____	_____
SPACE RENTAL		2,500				2,500	_____
INSURANCE		2,500				2,500	_____
UTILITIES		_____		_____		_____	_____
SUPPLIES/MATERIALS		2,500				2,500	_____
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	CITY FEES	5,000				5,000	_____
	HOTEL	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)

**121,750** = **15,000** + **106,750**

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

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

**26,000**

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

**\$ 147,750**      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			
CONTRACTED SERVICES		10,000	VOLUNTEER HOURS
TUITIONS			
CORPORATE SUPPORT	30,000	16,000	WIRE MAGAZINE/GENRE, BLADE, 411/ ALBION HOTEL
FOUNDATION SUPPORT	20,000		
PRIVATE/INDIVIDUAL SUPPORT	11,750		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL <b>VCA</b>	25,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<b>Booth Revenue</b>	20,000		
<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) 121,750

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) 26,000

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) \$ 147,750 \* Sum of #49 Cash & #50 In-kind

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

---

	Agenda Item No.:	B-2
<b><u>ORGANIZATION:</u></b> Galata, Inc. f/a Haitian Historical Academy	<b><u>GRANT REQUEST:</u></b>	\$15,000
<b><u>TITLE OF EVENT:</u></b> Haitian History Month Exhibit	<b><u>RECOMMENDATION:</u></b>	\$5,000
<b><u>EVENT CATEGORY:</u></b> Special Events/Promotions		
<b><u>FUNDING CATEGORY:</u></b> First Time		
<b><u>FUNDING YEAR:</u></b> 1st		
<b><u>STATUS:</u></b> Non-Profit		
<b><u>DATE(S) OF EVENT:</u></b> January 1, 2009 - January 31, 2009		
<b><u>EVENT LOCATION:</u></b> 111 NW 1st Street - Government Center Lobby		
<b><u>DESCRIPTION:</u></b> Funds are requested to support the		

**HOTEL CONFIRMATION:**

None

**OUTSIDE MEDIA:**

Island TV - Pending

Kiskeya Herald - Pending

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

MDC Mayor's Discretionary Fund - \$2,500

---

**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):  
GALATA, Inc. f/a Haitian Historical Academy  
Organization Address: 916 N. Flagler Avenue Homestead Fl. 33030  
City: HOMESTEAD State: FL. Zip: 33030 Website: www.galatainc.org
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2000
- (7) FEI#: 31-1739831 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 01-14-09 Time: 11:00
- (10) Name: Gamael Nassar  Mr.  Mrs.  Ms.  Miss  Dr.  
Title: Deputy Director Phone (day): (305) 242-7060 ext. \_\_\_\_\_  
Email: gn66@hotmail.com Fax: (305) 242 8040 Phone (other): ( ) - ext. \_\_\_\_\_

**PROJECT INFORMATION**

- (11) Project Title: HAITIAN HISTORY MONTH EXIBITION
- (12) Starting and Ending Dates: JAN 01 THROUGH 31, 09 (13) Starting and Ending Times: \_\_\_\_\_
- (14) Address or Location of Project: SPCC INNER EAST LOBBY 111 NW 1STREET
- (15) Municipality in which project will take place (use codes): Primary: # 1 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: # 2 Florida State Senate District: # 33  
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: 1600 Performing/Participating Total: 75  
Children: 150 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

GALATA and the Haitian Historical Academy is committed to create a publication median to highlight the unique history of Haiti and the Haitian heritage, among the many educational projects, program and exhibition displays, all programs provided by the Haitian Historical academy are interactive based where the participations are able to examine a diverse array of written documents and pictorial images. The goal is to preserve and promote the Haitian history throughout Dade and Board to enhance diversity and cross cultural understanding by providing outreach and educational program.

The mission is to encourage a Multi –ethnic participation and promote interaction within the various cultural society to help build bridges thorough out in Dade and Broward county by way or exhibitions, conferences, seminars public forums, lectures and events related to Haitian and the African Program.

The exhibition is displayed in the SPCC. East inner Lobby yearly during th month of January, from their its displayed in difference location through out, Dade county several other programs are scheduled throughout year this educational project is a great tourist attraction.

The industries that will benefit directly from this educational project are: hotels restaurants, Taxi and Limousine services, equipment rental companies, photo ;labs, printing shops and arts & crafts . This yearly program presents an opportunity to promote tourist development of the greater South Florida area.

The TDC funding will help in the research and marketing area to better reach out to the tourist industries, to attract a diverse group of tourist and promote economic growth.

Every year the Haitian Historical Academy strive to reach new hights, we work in collaboration with Sustain A Village and Alva dance company. The Miami Dade County School Board System, Black Affairs, the Public Library System and the Haitian –American Historical society, 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 CONTRIBUTION
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>22,500.00</u>		<u>2,100.00</u>	<u>20,400.00</u>
ARTISTIC:	NUMBER OF ARTISTS	<u>2</u>		<u>20,000.00</u>		<u>5,000.00</u>	<u>15,000.00</u>
TECHNICAL:	NUMBER OF EMPLOYEES	<u>5</u>		<u>15,000.00</u>		<u>2,500.00</u>	<u>12,500.00</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS	<u>10</u>		<u>40,000.00</u>		<u>5,400.00</u>	<u>34,600.00</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:			<u>10,000.00</u>			<u>10,000.00</u>
MARKETING/PUBLICITY				<u>23,000.00</u>			<u>23,000.00</u>
PRINTING							<u>5,000.00</u>
POSTAGE				<u>500.00</u>			<u>500.00</u>
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							<u>7,348.00</u>
EQUIPMENT RENTAL				<u>7,000.00</u>			<u>7,000.00</u>
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE				<u>2,500.00</u>			<u>2,500.00</u>
UTILITIES				<u>4,500.00</u>			<u>4,500.00</u>
SUPPLIES/MATERIALS				<u>11,000.00</u>			<u>11,000.00</u>
OTHER COSTS (ITEMIZE BELOW):							

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

**\$ 15,000**

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

**156,000** = **15,000** + **141,000.00**

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

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

**12,348.00**

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

**\$ 168,348.00** 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



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

---

	<b>Agenda Item No.:</b>	<b>B-3</b>
<b><u>ORGANIZATION:</u></b> Greater Miami Convention and Visitors Bureau, Inc.	<b><u>GRANT REQUEST:</u></b>	\$25,000

<b><u>TITLE OF EVENT:</u></b> International POW WOW Miami 2009	<b><u>RECOMMENDATION:</u></b>	\$25,000
----------------------------------------------------------------	-------------------------------	----------

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** May 16-20, 2009

**EVENT LOCATION:** Miami Beach Convention Center

**DESCRIPTION:**

Funds are requested to support International Pow Wow Miami, which is the U.S. travel industry's premier international marketplace and largest generator of travel to the United States. It was exactly a decade ago when Greater Miami and the Beaches last hosted Pow Wow and delegates experienced Miami-Dade County's tropical and cosmopolitan destination. In 2009, Pow Wow attendees will see how the destination has emerged as one of the world's finest centers for art and culture.

**HOTEL CONFIRMATION:**

The Doubletree Grand  
Hilton Biscayne Bay  
Hyatt Regency

**OUTSIDE MEDIA:**

BBC, Travel Channel International, National Geographic, O Globo, Canadian Travel Press, China News Service

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

GMCVB - \$1,100,000  
Visit FLA - \$200,000  
Miami-Dade County - \$750,000

---

**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):

Greater Miami Convention & Visitors Bureau

Organization Address: 701 Brickell Avenue, Suite 2700

City: Miami State: FL Zip: 33131 Website: [www.miamiandbeaches.com](http://www.miamiandbeaches.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

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

(7) FEI#: 59 - 2383735 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 01/08/09 Time: 3:00 pm EST

(10) Name: Rolando Aedo  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Sr. Vice President, Marketing & Tourism Phone (day): (305) 539 - 3090 ext.

Email: [Rolando@gmcb.com](mailto:Rolando@gmcb.com) Fax: (305) 530 - 4292 Phone (other): (305) 510 - 0742 ext.

**PROJECT INFORMATION**

(11) Project Title: INTERNATIONAL POW WOW MIAMI 2009

(12) Starting and Ending Dates: MAY 16-20, 2009 (13) Starting and Ending Times: 8:00AM – 10:30 PM

(14) Address or Location of Project: MIAMI BEACH CONVENTION CENTER & VARIOUS OTHERS

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

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: # 112 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: 50

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?** Greater Miami and the Beaches will host the 41<sup>st</sup> International Pow Wow. Produced by the U.S. Travel Association, International Pow Wow is the U.S. travel industry's premier international marketplace and largest generator of Visit USA travel. The 3-day tradeshow, to be held at the Miami Beach Convention Center, brings 2,500 U.S. travel executives to meet with 1,500 International and Domestic Buyers from 70 countries and 400 media. 40,000 business appointments at International Pow Wow are pre-scheduled in advance by a complex computerized program, based on Buyer and U.S. Supplier requests. The International buyer delegations search for the best deals on hotels, airfare, car rental and vacation packages to the United States. Historically, the business negotiated in these meetings results in the generation of \$4 billion in future travel to the United States. The Host City usually sees about 10% or \$400 million over the 3 years after hosting International Pow Wow. **When will it take place?** May 16-20, 2009. **What are the Marketing Efforts?** Marketing efforts include: Advertising on all official delegate materials; dedicated pow wow website: [www.powwowmiami.com](http://www.powwowmiami.com); press conferences and releases; sightseeing and press brunch brochures; collateral distribution.

**The project will attract tourists** to Miami-Dade County first, through a potentially higher attendance of Miami travel industry members (i.e. attractions, hotels, car rental companies, airlines, etc.) at Pow Wow as travel costs would be minimal. International buyers and media will also be staying at Miami hotels giving us the unique opportunity to showcase our world-class hotel product to this key audience. Finally, as host city, Miami's tourism products and services will be in the spotlight to the international buyers, media and suppliers during all the scheduled events and they will experience Miami's vibrant arts and culture, nightlife, restaurants, attractions and everything our destination has to offer the international visitor.

#### **Where Will the Events Take Place?:**

(1) **Sightseeing Tours:** open to all delegates, approximately 25 tours throughout the city;  
(2) **Official Evening Events:** (a) Sunday, May 17, 2009-Opening Night Event at Lummus Park on South Beach; (b) Monday, May 18, 2009-Coconut Grove & Coral Gables Dining Event; (c) Wednesday, May 20, 2009-Closing Night Event at Adrienne Arsht Center for the Performing Arts/Miami Dade County

(3) **Media Attendance:** Approximately 400 consumer and travel trade media from 55 countries worldwide are expected to attend International Pow Wow Miami 2009.

(4) **Press Brunch and Tours:** On Sunday, May 17th, Greater Miami and the Beaches will host a special brunch at Bayfront Park exclusively for attending press by approximately 17 familiarization tours to showcase Greater Miami and the Beaches as a world-class tourism destination.

(5) **United Kingdom Reception:** Welcome reception at Casa Casuarina in honor of U.K. delegates.

**Principal competitors** include all U.S. tourism destinations throughout the United States investing in the international travel market. **Other organizations involved in the project's production** are Miami Dade County, Visit Florida, The Florida Keys & Key West, Miami Downtown Development Authority; Coconut Grove BID, Coral Gables BID, City of Miami Beach, Miami Beach Visitor & Convention Authority, Adrienne Arsht Center for the Performing Arts and members and travel industry partners of the Greater Miami Convention and Visitors Bureau.

**TDC funding will enhance** our project's tourism attractiveness by presenting to the international travel market Greater Miami and the Beaches as one of the world's finest centers for art and culture.

## 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:	25000						
ARTISTIC:              NUMBER OF ARTISTS:							
TECHNICAL:            NUMBER OF EMPLOYEES:	35000						
OUTSIDE ARTISTIC FEES:    NUMBER OF ARTISTS:	30	166600		25,000			
OUTSIDE OTHER FEES:    NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY		113500					
PRINTING		93000					
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		369400					
EQUIPMENT PURCHASE							
SPACE RENTAL (MBCC & PAC)		5000					205,000
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS (FOOD/BEVERAGE)		917500					
OTHER COSTS (ITEMIZE BELOW):		385000					
CASH-IN-HAND (GMCVB)						1100000	
VISIT FLORIDA						200,000	
COCONUT GROVE BID						25,000	
CORAL GABLES						25,000	
MIAMI-DADE COUNTY						750,000	
FLORIDA KEYS						10,000	

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

25,000

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

2,110,000

=    25,000    +    2,110,000

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

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

205,000

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

\$ 2,340,000

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			
TUITIONS			
CORPORATE SUPPORT (VISIT FLORIDA)	200,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	1,100,000		
OTHER REVENUES (Itemize below)			
Miami-Dade County	750,000		
Coconut Grove BIC	25,000		
Coral Gables BID	25,000		
Florida Keys & Key West	10,000		
MB Conv Center Rental Fees		165,000	CITY OF MIAMI BEACH
Adrienne Arsht PAC Rental Fees		40,000	ADRIENNE ARSHT PAC
<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)

**2,110,000**

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

**205,000**

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

**\$ 2,340,000**

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

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

---

	<b>Agenda Item No.:</b>	<b>B-4</b>
<b><u>ORGANIZATION:</u></b> Ground Up & Rising, Inc.	<b><u>GRANT REQUEST:</u></b>	\$15,000
<b><u>TITLE OF EVENT:</u></b> Ground Up & Rising 2009 Season	<b><u>RECOMMENDATION:</u></b>	\$3,500

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 23, 2009 - June 27, 2009

**EVENT LOCATION:** Byron Carlyle Theatre

**DESCRIPTION:**

Funds are requested to support the Ground Up & Rising's 2009 theatrical season at the historic Byron Carlyle on Miami Beach. The group's artistic activities fill a substantial gap in Miami Beach's tourist entertainment offerings, as there is currently no established resident theater company to cater to residents and tourists who visit Miami Beach.

**HOTEL CONFIRMATION:**

None

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

City of Miami Beach - \$8,614

District 8 - Commissioner Sorenson - \$5,000

---

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):

Ground Up & Rising Inc.

Organization Address: 8145 SW 83<sup>rd</sup> PL

City: Miami State: FL Zip: 33143 Website: [www.groundupandrising.org](http://www.groundupandrising.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2005

(7) FEI#: 20 - 3536154 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 11/06/08 Time: 11:00AM

(10) Name: Arturo Fernandez  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Producing Artistic Director Phone (day): (305) 726 - 4359 ext.

Email: [arturo@groundupandrising.org](mailto:arturo@groundupandrising.org) Fax: ( ) - Phone (other): (786) 261 - 8820 ext.

PROJECT INFORMATION

(11) Project Title: Ground Up & Rising Production 2009 Season at the Byron Carlyle Theatre

(12) Starting and Ending Dates: 4/23/09-6/27/09 (13) Starting and Ending Times: 8:00PM-10:00PM

(14) Address or Location of Project: The Byron Carlyle Theatre

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

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: # 36

Florida State House District: # 115 U.S. Congress District: # 25

(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: 2000 Performing/Participating Total: 40

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?

Ground Up & Rising aims to bring its 2009 performance season to the Byron Carlyle Theatre on Miami Beach. We are planning on bringing two of our critically acclaimed productions, Jesus Hopped the 'A' Train by Stephen Adly Guirgis and The Hate U Gave: The Tupac Shakur Story by Miami-based playwright and actor Meshawn Arnold.

#### How will it attract tourists to Miami-Dade County?

Our goal is not to function as a tourist attractor, but as a tourist satisfier. Currently, there are no permanent resident theatre companies that provide programming on Miami Beach that tourists can rely on. The theatre that does exist consists primarily of national and international touring shows that are transient with no link to Miami-Dade County, while we are establishing permanent residency on Miami Beach. Our season is provocative and timely and our first production, The Hate U Gave: The Tupac Shakur Story, explores one of this generation's most controversial figures, and is a timely choice following the historic presidential election. The name recognition associated with this production will generate great interest, and this year's release of NOTORIOUS, a film that chronicles the life of Tupac's main rival, demonstrates that the subject is still fresh and interesting to audiences. We will follow this with Jesus Hopped the "A" Train, a play that has received widespread critical acclaim and has been produced in New York and across the country. Our marketing efforts include radio spots on FM stations such as NPR and 99.1FM, web exposure, print exposure through the Miami Herald, Sun-Sentinel, and New Times, and tickets are available for sale on the web and Ticketmaster. We will be hosting a launch event at The Shelbourne Hotel on Miami Beach which will be widely promoted to area hotels and nightspots. We expect over 2000 patrons to attend over our eight performances.

#### Who are the principal artists involved in the project?

Ground Up & Rising is "building a reputation for memorable productions of gritty dramas featuring talented young actors" (Miami Herald 2007). We are the only theatre company in South Florida that caters to the interests of young theatre-goers, the often neglected 18-35 demographic and have been producing critically-acclaimed theatre featuring local, ethnic minority talent since 2005. The Miami Herald's Christine Dolen captures our appeal precisely: "Ground Up & Rising...potent theater that speaks to an elusive younger audience. The great problem in the theater world, the thing that gives artistic directors ulcers as they gaze upon one Baby Boomer-and-up audience after another, is this: How do you get kids raised on 24/7 cable, the Internet, instant-access movies and the like to understand that going to the right play can be interesting, entertaining, even thrilling? Those desperately seeking answers would do well to check out...edgy young company Ground Up & Rising...attracting audiences that mirror the company itself: young, ethnically and racially diverse, intellectually curious."

#### When & Where will the project take place?

The Hate U Gave: The Tupac Shakur Story by Meshawn Arnold -April 23-25 & May 1 & 2, 2009

Jesus Hopped the 'A' Train by Stephen Adly Guirgis - June 18-20, 26-27, 2009

Ticket Rates - \$40 for Preferred Seating, \$25 General Admission, \$20 Students, Seniors & Military

Location: The Byron Carlyle Theatre – 500 71<sup>st</sup> St. Miami Beach, FL 33140

#### How many events are planned?

There are two productions planned, slated for two-weekend runs, totaling eight performances.

#### How will TDC funding enhance your project's tourism attractiveness?

TDC funding will help our organization with necessary administrative, marketing, and venue costs.

#### Are there other organizations involved in the project's production and, if so, who?

The City of Miami Beach Division of Cultural Affairs is funding our programming with an Artistic Disciplines Grant to with the goal of reestablishing the historic theatre tradition on Miami Beach.

**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>12500</u>		<u>4000</u>		<u>8500</u>	
ARTISTIC:	NUMBER OF ARTISTS:	<u>16</u>	<u>15000</u>		<u>0</u>		<u>15000</u>	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>	<u>5000</u>		<u>1000</u>		<u>4000</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:							
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY			<u>10000</u>		<u>5000</u>		<u>5000</u>	<u>5000</u>
PRINTING			<u>2000</u>				<u>2000</u>	
POSTAGE								
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL								
EQUIPMENT PURCHASE								
SPACE RENTAL			<u>18000</u>		<u>5000</u>		<u>13000</u>	
INSURANCE			<u>1000</u>				<u>1000</u>	
UTILITIES								
SUPPLIES/MATERIALS			<u>2000</u>				<u>2000</u>	
OTHER COSTS (ITEMIZE BELOW):								

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)		<b>15000</b>		
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	<b>65500</b>	=	<b>15000</b>	+ <b>50500</b>
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)				<b>5000</b>
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	<b>\$ 70500</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	25000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT		5000	WLRN
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
DAN			
City of Miami Beach			
LOCAL			
District 8	24614		
APPLICANT CASH ON HAND	886		
OTHER REVENUES (Itemize below)			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>15000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>65500</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>5000</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 70500</b>		* Sum of #49 Cash & #50 In-kind

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

---

	Agenda Item No.:	B-5
<b><u>ORGANIZATION:</u></b> Musical Arts Association of Miami, Inc., The	<b><u>GRANT REQUEST:</u></b>	\$25,000
<b><u>TITLE OF EVENT:</u></b> The Cleveland Orchestra Miami Residency - Orchestral & Family Concerts	<b><u>RECOMMENDATION:</u></b>	\$10,000
<b><u>EVENT CATEGORY:</u></b> Special Events/Promotions		
<b><u>FUNDING CATEGORY:</u></b> First Time		
<b><u>FUNDING YEAR:</u></b> 1st		
<b><u>STATUS:</u></b> Non-Profit		
<b><u>DATE(S) OF EVENT:</u></b> January 1, 2009 - April 4, 2009		
<b><u>EVENT LOCATION:</u></b> Adrienne Arsht Center for the Performing Arts		
<b><u>DESCRIPTION:</u></b> Funds are requested to support marketing expenditures related to the presentation of The Cleveland Orchestra Miami Residency evening and family concerts in January through April 2009 at the Adrienne Arsht Center for the Performing Arts, plus related activities at FIU's Wolfsonian Museum, Museum of Contemporary Art, University of Miami and Books & Books. The concerts feature a range of orchestral works, from Tchaikovsky's Symphony No. 4 and Brahms' Violin Concerto, to Prokofiev's Peter and the Wolf, among others.		
<b><u>HOTEL CONFIRMATION:</u></b> Marriott Biscayne Bay (1,700 room nights)		
<b><u>OUTSIDE MEDIA:</u></b> Classical South Florida 89.7 PBS		
<b><u>PREVIOUS TDC FUNDING:</u></b> N/A		
<b><u>OTHER GOVERNMENT FUNDING:</u></b> Knight Foundation - \$125,000		

---

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@miamidadegov](mailto:ndb1@miamidadegov)

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 Musical Arts Association of Miami, Inc.

Organization Address: 200 S. Biscayne Blvd., Ste. 3300

City: Miami State: FL Zip: 33131 Website: [www.clevelandorchestramiami.com](http://www.clevelandorchestramiami.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2006

(7) FEI#: 20 – 5196415 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/8/2009 Time: 3:00pm

(10) Name: Sandi M.A. Macdonald  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Miami Residency Director Phone (day): (305) 372 - 7747 ext.

Email: [smacdonald@clevelandorchestra.com](mailto:smacdonald@clevelandorchestra.com) Fax: (305) 372 - 7749 Phone (other): (305) 310 - 5511 ext.

**PROJECT INFORMATION**

(11) Project Title: The Cleveland Orchestra Miami Residency – Orchestral & Family Concerts

(12) Starting and Ending Dates: 1/1/2009 – 4/4/2009 (13) Starting and Ending Times: 2:00pm/10:30pm

(14) Address or Location of Project: Adrienne Arsht Center for the Performing Arts

(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: # 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: 19,955 Performing/Participating Total: 165  
 Children: 1,800 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 Cleveland Orchestra Miami Residency presents its third year of concerts & outreach activities in Miami-Dade (34 events in all) for residents, vacationers, and business travelers from Jan. through Apr. 2009. The centerpiece is The Cleveland Orchestra's concert series at the Adrienne Arsht Center's state-of-the-art John S. and James L. Knight Concert Hall. These high-caliber performances (8 concerts in all; 3 during TDC's 3<sup>rd</sup> quarter) will once again showcase the best in classical music – from Beethoven to Brahms to *Peter and the Wolf*/*Pedro y el Lobo*. "This world-class orchestra outshines all competitors these days." (*Wall Street Journal*)

Music Director Franz Welser-Möst, a *Musical America* "Conductor of the Year" awardee, led the orchestra in its opening concerts on January 30/31, with performances of Shostakovich's Symphony No. 7 ("Leningrad") and Wagner's *Wesendonck Songs*. Kurt Masur conducted The Cleveland Orchestra in an all-Beethoven program on March 6/7. The 2009 series concludes on April 3/4 with conductor Pinchas Steinberg leading the orchestra in performances of Brahms' Violin Concerto (with violinist Nokolaj Znaider), Tchaikovsky's Symphony No. 4, and the Overture to *The School for Scandal* by American legend Samuel Barber. The 2009 series also includes a performance of Prokofiev's classic *Peter and the Wolf*, narrated in English and Spanish, on Saturday, April 4, at 2:00pm. No less than 26 additional outreach events throughout the county round out the 2009 schedule – from "Music and the Brain" and other symposiums to in-school performances and more.

The Cleveland Orchestra Miami Residency is a catalyst for Miami-Dade's international stature, as evidenced by attendance (19,955 for 2009) and press coverage (e.g., a 14-page *Town & Country* cover story in Dec. 2008, which we garnered and positioned as a feature to showcase M-D's vibrant offerings in visual art, dance, music, and hospitality). The Orchestra's central role in the vitally important acoustical testing of the Knight Concert Hall in August 2006 helped to successfully position Miami-Dade for the grand opening of this magnificent performing arts center. Our concert attendance at the Arsht Center averages 95% capacity. We also tout the Miami Residency in our worldwide marketing materials – in Cleveland, New York City, Vienna, and Lucerne, as well as in other destinations during our annual five to seven weeks of touring. In direct tourism impact, we can document more than \$1.2 million in hotel revenues and more than \$560,000 in related revenues (restaurants, shops, etc.) generated by the Miami Residency since inception in 2007. More than 450 room nights are already booked at the Marriott Biscayne Bay during TDC's 3<sup>rd</sup> qtr. (and 1,700+ for all of 2009, totaling \$414,562).

Serving Miami-Dade is the purpose of the Residency. From our public concerts (for which we participate in the County's Culture Shock and Golden Tickets programs), to our outreach events (at Books & Books in Coral Gables, Wolfsonian in Miami Beach, MOCA in North Miami, among others), to our education events (for PreK through college/university and from Overtown Youth Center to the New World Symphony), we are committed to our role in building the region's image and appeal as a tourist destination.

Funding from the County's TDC will support our marketing campaigns with WKCP 89.7FM/ Classical South Florida, WLRN 91.3FM, The Miami Herald, and El Nuevo Herald, as well as our online campaign that reaches an international audience of 260,000+ households. Our local & national concert broadcasts reach more than 1 million listeners. All performances are tagged: "This performance was recorded from the AACPA of M-D County where The Cleveland Orchestra maintains a three-week residency." (all words spoken; no abbreviations)

**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>5</u>		386,015		0	386,015	0
ARTISTIC:	NUMBER OF ARTISTS:	<u>105</u>		1,726,446		0	1,726,446	0
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>4</u>		156,604		0	156,604	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>6</u>		292,331		0	292,331	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>2</u>		116,283		0	116,283	0
MARKETING/PUBLICITY				335,185		25,000	310,185	0
PRINTING				0		0	0	0
POSTAGE				0		0	0	0
IN-COUNTY TRAVEL				0		0	0	0
OUT OF COUNTY TRAVEL				396,243			396,243	0
EQUIPMENT RENTAL				0		0	0	0
EQUIPMENT PURCHASE				0			0	0
SPACE RENTAL				120,678		0	120,678	0
INSURANCE				0		0	0	0
UTILITIES				0		0	0	0
SUPPLIES/MATERIALS				0		00	0	0
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	OTHER OPERATING COSTS			355,681		0	355,681	0
				0		0	0	0
				0		0	0	0
				0		0	0	0
				0		0	0	0
				0		0	0	0

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

**\$25,000**

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

**3,885,466**

=

**\$25,000**

+

**3,860,466**

(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)

**\$ 3,885,466**

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>1,310,000</b>	<b>0</b>	<b>NA</b>
CONTRACTED SERVICES	<b>250,000</b>	<b>0</b>	
TUITIONS	<b>0</b>	<b>0</b>	
CORPORATE SUPPORT	<b>110,000</b>	<b>0</b>	
FOUNDATION SUPPORT	<b>125,000</b>	<b>0</b>	
PRIVATE/INDIVIDUAL SUPPORT	<b>2,065,466</b>	<b>0</b>	
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____	<b>0</b>	<b>0</b>	
STATE _____	<b>0</b>	<b>0</b>	
LOCAL _____	<b>0</b>	<b>0</b>	
APPLICANT CASH ON HAND	<b>0</b>	<b>0</b>	
OTHER REVENUES (Itemize below)			
_____	<b>0</b>	<b>0</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) **3,885,466**

**(50) TOTAL IN-KIND CONTRIBUTIONS**  
(MUST EQUAL #46 ON PAGE 7) **0**

**(51) TOTAL PROJECT REVENUES**  
(MUST EQUAL #47 ON PAGE 7) **\$ 3,885,466**

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

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

Agenda Item No.: C-1

**ORGANIZATION:** Nueva Entertainment, LLC

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

**TITLE OF EVENT:** Globaile!

**RECOMMENDATION:** \$3,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** For Profit

**DATE(S) OF EVENT:** April 09, 2009 - October 18, 2009

**EVENT LOCATION:** Virginia Key Park

**DESCRIPTION:**

Funds are requested to support the production of "Globaile!", a multicultural music and dance extravaganza originally from New York City to Virginia Key Park. As a historical pioneer in Miami's racial equality, Virginia Key Park serves as the ideal locale for the event, which aims to unite people of all races and cultures through music. Local residents and tourists can participate and enjoy an array of ethnic cuisine and the sounds of salsa, reggae, samba and a live drum circle during three special events on April 9, July 9 and October 18, 2009.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

N/A

**OTHER GOVERNMENT FUNDING:**

Llano Estacado - \$25,000 (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):

Nueva Entertainment, LLC

Organization Address: 172 Ralph Ave Suite 4R

City: Brooklyn State: NY Zip: 11233 Website: [www.globaile.com](http://www.globaile.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2007

(7) FEI#: 26 - 1355364 (8) State of Incorporation: NY

(9) Required Pre-application Consultation: Date: 01/08/09 Time: 3pm

(10) Name: Angelina Villapiano  Mr.  Mrs.  Ms.  Miss  Dr.

Title: President Phone (day): (917) 605 - 3408 ext.

Email: [info@globaile.com](mailto:info@globaile.com) Fax: ( ) - Phone (other): (917) 605 - 3408 ext.

**PROJECT INFORMATION**

(11) Project Title: ¡Globaile!

(12) Starting and Ending Dates: 4/9/09; 7/19/09; 10/18/09 – each starts & ends on the same day (13) Starting and Ending Times: 2pm – 6pm

(14) Address or Location of Project: Virginia Key Park

(15) Municipality in which project will take place (use codes): Primary: # 99 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: # 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): Minorities

(18) Expected Participation (# of individuals): Attending Total: 600 Performing/Participating Total: 50  
Children: 100 Children: 0

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

## 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

Nueva Entertainment, a minority woman owned production company featuring music, fashion, and entertainment, is excited to bring its premiere event, ¡Globaile!, to Miami.

¡Globaile! has been a great success for the last three years in New York City as an entertainment fiesta in the burgeoning World music scene. ¡Globaile! has been produced at such NYC venues as The Zipper Factory Theater, The Knitting Factory, The Sullivan Room, Galapagos Art Space, Blue Note, Southpaw, Club Deep, Club Love, El Morocco, and The Bowery Poetry Club. Each ¡Globaile! party features a live performance from its colorful host, Miss Angelina, described by HX magazine as a "Hip Hop Bette Midler", and her sultry back-up singers, the Mamacitas. The line-up also includes special guest performances including everything from salsa, belly dance and flamenco, to rollerskaters, hula hoopers and breakdancers. The crowd then dances to the global beats of a top DJ, as the live drum circle plays along. With the infectious pounding of the drum, the vibrant colors of African fabrics and belly dance scarves flying in the air, and the multicultural crowd jumping, spinning, and dancing together to one rhythm, ¡Globaile! is a party not to be missed.

The mission of ¡Globaile! is to promote cultural unity through shared celebration of world music and world dance. When Virginia Key Park invited Nueva Entertainment to bring ¡Globaile! to Miami, we knew this was an ideal opportunity. With the city's diverse population, colorful lifestyle, and tropical beauty, we knew the beaches of Miami would serve as the perfect backdrop for our multicultural dance party. Parent organization Nueva Entertainment was incorporated in 2007 to create new innovative forms of art and media for the 21<sup>st</sup> Century. Producing music, live events, internet programming and fashion, Nueva invests in both the local communities and brings it to a global audience. It is our mission to promote the unity of all people through multicultural programming and art that is both progressive and fun.

We are excited to present ¡Globaile! at Virginia Key Park in a family friendly festival. Now party-goers can dance right on the beach. We expect 200 people in attendance. We will be charging 10 dollars a person for admission. Though new to Miami, we have already thrown two successful events during Winter Music Conference, sponsored by Sex Drive Energy Drink and Deco Walk Hotel. Our team has a proven record of securing sponsors for our events, partnering with some of the biggest venues in New York.

The event will also be taped for our website, [www.globaile.com](http://www.globaile.com). Here we air regular ¡Globaile! webisodes with live multicultural performances, footage highlighting hot trends from around the globe, and a club-like dance session to the beats of Tony Touch, a legendary DJ with a reputation around the world for spinning his innovative mixes of Hip Hop, Reggae, Reggaeton, and new Global House Music. He has sold over a million records worldwide and currently has his own show on Sirius Radio's Shade 45.

Tony's radio show is one method for us to attract tourists. We also do heavy marketing on the Internet. Our website is viewed all over the world. Because our site features music and dance from many countries around the globe, ¡Globaile! attracts large volumes of international tourists. We receive vast coverage on the blogosphere, and as well as on Facebook and MySpace – all valuable resources for party promotion. Along with Internet promotions, we have representatives from Nueva Entertainment in Miami promoting ¡Globaile! in the clubs, hotels, restaurants and beaches during the time leading up to the event, including during Winter Music Conference. We have flyers and banners promoting the event. Virginia Key Park will also be promoting our event, expanding our reach to an even larger audience. The first ¡Globaile! party at Virginia Key Park will take place on Sunday, April 19<sup>th</sup>. We then plan to make it a quarterly event at the park, happening every three months.

By receiving funding from the Tourist Development Council, we will have more funds available for the necessary marketing and promotion needed to make this event successful. Also, in addition to our exciting program, by virtue of being supported by the city of Miami, more tourists will be interested in attending.

**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>		<u>80,000</u>		<u>5,000</u>	<u>80,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>30</u>		<u>30,000</u>		<u>10,000</u>	<u>20,000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>4</u>		<u>2,000</u>		<u>2,000</u>	<u>1,500</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>10</u>		<u>10,000</u>		<u>5,000</u>	<u>10,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>20</u>		<u>10,000</u>		<u>10,000</u>	
MARKETING/PUBLICITY				<u>100,000</u>		<u>5,000</u>	<u>95,000</u>
PRINTING				<u>4,000</u>			<u>2,000</u>
POSTAGE							
IN-COUNTY TRAVEL				<u>1,000</u>			<u>1,000</u>
OUT OF COUNTY TRAVEL				<u>6,000</u>			<u>4,000</u>
EQUIPMENT RENTAL				<u>2,000</u>			<u>1,500</u>
EQUIPMENT PURCHASE				<u>1,000</u>			<u>1,000</u>
SPACE RENTAL				<u>5,000</u>			<u>5,000</u>
INSURANCE				<u>1,500</u>			
UTILITIES				<u>1,500</u>			<u>1,500</u>
SUPPLIES/MATERIALS				<u>9,000</u>			<u>8,000</u>
OTHER COSTS (ITEMIZE BELOW):							

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

**25,000**

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

**263,000** = 25,000 + 238,000

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

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

**50,500**

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

**\$313,500**      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	5,000		
CONTRACTED SERVICES	100,000	25,000	MODEL MEDIA
TUITIONS			
CORPORATE SUPPORT	75,000	25,500	PHALANX COMPUTING, INC
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	25,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND	18,000		
OTHER REVENUES (Itemize below)			
Website	5,000		
Raffle	5,000		
Merchandise	5,000		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	25,000		

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

**263,000**

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

**50,500**

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

**\$ 313,500**

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

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

Agenda Item No.: D-1

**ORGANIZATION:** City Theatre, Inc.

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

**TITLE OF EVENT:** Summer Shorts 2009: America's Short Play Festival

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** May 1, 2009 - July 2, 2009

**EVENT LOCATION:** Arsht Center for the Performing Arts, Caleb Center, Ring Theater

**DESCRIPTION:**

Funds are requested to support the marketing and a new level of visibility for City Theatre's Summer Shorts Festival 2009, from May 1 - July 2, 2009. The festival's goal is to gain national exposure by working with Broadway publicist Chris Boneau in addition to our regional press representative Lisa Palley. The Festival has also partnered with SocialMiami.com to produce a film documentary of the making of the 2009 festival.

**HOTEL CONFIRMATION:**

Hilton Miami Downtown (30 nights) - Pending

**OUTSIDE MEDIA:**

Radio: WLRN

**PREVIOUS TDC FUNDING:**

\$10,000 (07-08) End of Cycle; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

**OTHER GOVERNMENT FUNDING:**

ADV - \$100,000

YEP - \$15,000

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 (01/01/09-09/31/09)  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 Theatre, Inc.

Organization Address: 444 Brickell Avenue, Suite 229

City: Miami State: FL Zip: 33131 Website: [www.citytheatre.com](http://www.citytheatre.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit

(6) Year of Incorporation: 1996

(7) FEI#: 65 - 0642183

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/15/09 Time: 10:30 a.m.

(10) Name: Stephanie Norman  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director Phone (day): (305) 755 - 9401 ext. 11

Email: [sjnorman@aol.com](mailto:sjnorman@aol.com) Fax: (305) 755 - 9404 Phone (other): ( ) - ext.

PROJECT INFORMATION

(11) Project Title: SUMMER SHORTS 2009: AMERICA'S SHORT PLAY FESTIVAL

(12) Starting and Ending Dates: 05/01/09 - 07/02/09 (13) Starting and Ending Times: times vary

(14) Address or Location of Project: Arsht Center for the Performing Arts, Caleb Center, Ring Theatre

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 03

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: # 6 Florida State Senate District: # 34

Florida State House District: # 117 U.S. Congress District: # 8

(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: 15,000 Performing/Participating Total: 110+  
Children: 4,500 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? **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

City Theatre launches a new phase of national exposure, cultural tourism and audience expansion with its SUMMER SHORTS 2009: AMERICA'S SHORT PLAY FESTIVAL. We look to "kick things up a notch" this year, coming on the heels of last season's successful program expansion to a trio of distinct "shorts" series. SUMMER SHORTS 2009 runs May 28 – July 2, 2009 and consists of: the *Signature Shorts* series of short plays that put City Theatre on the map (tickets \$40 – 47); the *Shorts 4 Kids!* series of fast and furiously fun plays geared towards young audiences (tickets \$12 – 17); and *undershorts*, a late-night series for provocative, cutting-edge fare (tickets \$40 - \$47. The Festival is housed at the Arsht Center for the Performing Arts (290-seat Carnival Studio Theater), where City Theatre is designated an "Arts Partner" as well as FREE and \$5 Ticketing for *Shorts 4 Kids* outreach programs at the Caleb Center in Miami's Liberty City (999-seat Caleb Auditorium); the University of Miami's Ring Theatre (290 seats) and the Key Biscayne Community Center (100 seats).

Taken together, SUMMER SHORTS is one of the nation's premier forums for original "short" plays by the best established and emerging playwrights performed by the state's largest collaborative ensemble of artists. Our goals are to launch a new phase of national exposure and bring greater audiences to South Florida as a cultural destination, including: (1) hiring a veteran Broadway publicist to work alongside regional press rep Lisa Palley to bring more press from national newspapers, magazines, television and online media; (2) to attract NYC press and professionals to South Florida in order build relationships in preparation for a planned 2010 event in NYC to launch City Theatre's 15<sup>th</sup> season (note: we have already received commitments from South Florida natives and current Broadway stars Raul Esparza, Marc Kudisch, Aymee Garcia and others to participate); (3) to create a behind the scenes online documentary on the mounting of the 20 or more plays performed by the state's largest ensemble of artists; and (4) to publish (a) a new, glossy festival magazine to promote the artists and "shorts experience" as a cultural destination and (b) the first in a series of "short" play anthologies featuring a collection of festival favorites from among the 300+ plays produced on our stages, and to launch the latter in partnership with a planned event at Books & Books.

With more programming at venues throughout Miami-Dade County, we anticipate larger and more diverse audiences of over 15,000 attendees, including 3,500 children for our growing *Shorts 4 Kids* series. The Festival will feature the World and/or Florida premieres of up to 20 "short" comedies, dramas and musicals culled from over 1,200 annual script submissions in conjunction with the National Ten-Minute Play Contest. There will be 4 weeks of rehearsal and pre-production followed by: (1) 4 weeks of performances at the 290-seat Studio Theater; (2) three series of outreach programs for families at the Caleb Center, Ring Theatre and Key Biscayne Community Center; (3) the popular *Festival Series* of free play readings at Books & Books along with a book launch event for our anthology; and (4) an industry "Visitors Weekend" hosted by the Theatre League of South Florida and Dramatists Guild of America featuring festival playwrights and noted theatre professionals. Our partners include the Arsht Center, Books & Books, Theatre Communications Group, the Dramatists Guild, the Arts & Business Council, and Theatre League of South Florida.

This application for increased support from the TDC is vital in achieving those goals. Our goal is to be a destination that showcases the best of South Florida and embark upon a promising new chapter as "America's Short Play 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>10</u>	65,000		-0-		65,000	-0-
ARTISTIC:	NUMBER OF ARTISTS: <u>90</u>	153,500		-0-		153,500	-0-
TECHNICAL:	NUMBER OF EMPLOYEES: <u>30</u>	43,500		-0-		43,500	-0-
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>45</u>	19,000		-0-		19,000	-0-
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>3</u>	10,000		-0-		10,000	23,250
MARKETING/PUBLICITY		80,500		17,500		63,000	22,000
PRINTING		13,500		7,500		6,000	9,000
POSTAGE		8,000		-0-		8,000	-0-
IN-COUNTY TRAVEL		2,000		-0-		2,000	2,000
OUT OF COUNTY TRAVEL		10,500		-0-		10,500	10,500
EQUIPMENT RENTAL		6,000		-0-		6,000	-0-
EQUIPMENT PURCHASE		-0-		-0-		-0-	-0-
SPACE RENTAL		24,000		-0-		24,000	28,250
INSURANCE		7,500		-0-		7,500	-0-
UTILITIES		3,800		-0-		3,800	-0-
SUPPLIES/MATERIALS		29,300		-0-		29,300	-0-
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	LICENSES/PERMITS	500		-0-		500	-0-
	OPENING NIGHT/SPECIAL EVENTS	20,000		-0-		20,000	-0-
	GENERAL/ADMINISTRATIVE	9,700		-0-		9,700	9,750
	MISCELLANEOUS	3,000		-0-		3,000	-0-

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

**25,000**

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

**509,300**

=

**25,000**

**484,300**

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

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

**104,750**

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

**\$ 614,050**

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 *
			PLEASE SEE ATTACHED DETAIL
ADMISSIONS	132,000		
CONTRACTED SERVICES	35,000		
TUITIONS	-0-		
CORPORATE SUPPORT	40,000	23,250	STEARNS WEAVER, RACHLIN
FOUNDATION SUPPORT	48,850		
PRIVATE/INDIVIDUAL SUPPORT	30,050		
GOVERNMENT GRANTS (Identify source)			
FEDERAL	-0-		
STATE     Discipline Grant	20,000		
LOCAL     MDDCA, Miami, ROP	120,900		
APPLICANT CASH ON HAND	-0-		
OTHER REVENUES (Itemize below)			
Ad Sales	12,000	28,250	ARSHT CENTER, AMERICA'S CAPITAL PARTNERS
Special Events	45,000	31,000	BOWNE, WLRN, M/HERALD
Interest Income	500	12,500	JETBLUE & HILTON HOTEL
		9,750	OVER THE TOP LINENS, BACARDI, PREMIER BEV.
<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)

**509,300**

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

**104,750**

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

**\$ 614,050**

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

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

Agenda Item No.: D-2

**ORGANIZATION:** Galata, Inc.

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

**TITLE OF EVENT:** One People, One Community Multi-Cultural Street Festival

**RECOMMENDATION:**  
DEFERRED

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** May 2, 2009

**EVENT LOCATION:** 241 West Palm Drive, SW 344 St. Between 2nd and 6th Ave

**DESCRIPTION:**

Funds are requested to support the 8th Annual "One People, One Community Multi-Cultural Street Festival" scheduled for May 2, 2009, in downtown Florida City. The festival is a collaborative effort between GALATA Inc., the City of Florida City, WEDR 99 JAMZ and Viva Miami Entertainment, with the goal of promoting unity & community collaboration among the diverse cultures in south Miami-Dade County.

**HOTEL CONFIRMATION:**

pending

**OUTSIDE MEDIA:**

Cox Radio ~ 99 JAMZ

**PREVIOUS TDC FUNDING:**

\$2,500 (07-08) End of Cycle; \$2,500 (06-07); \$4,500 (05-06); \$5,000 (04-05); \$2,500 (03-04)

**OTHER GOVERNMENT FUNDING:**

CG - \$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

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):

GALATA Inc

Organization Address: 916 North Flagler Avenue

City: Florida State: FL Zip: 33186 Website: www.galatainc.org

(4) Applicant Institution Type:  Cultural  Non-Cultural

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

(7) FEI#: 31 - 1739831 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: Time: 3-5

(10) Name: Gamael Nassar  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Deputy Director Phone (day): (786) 286 - 7865 ext.

Email: gn66@hotmail.com Fax: (305) 242 - 8040 Phone (other): (305) 242 - 7060 ext.

PROJECT INFORMATION

(11) Project Title: One People, One Community Multi-Cultural Street Festival

(12) Starting and Ending Dates: Sunday, May 2<sup>nd</sup> 2009 (13) Starting and Ending Times: 12 Noon - 9 PM

(14) Address or Location of Project: 241 West Palm Drive, SW 344 St Between 2<sup>nd</sup> and 6<sup>th</sup> Ave

(15) Municipality in which project will take place (use codes): Primary: # 16 Secondary: # 10

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: # 8 & 9 Florida State Senate District: # 40

Florida State House District: # 118 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: 40,000 Attending Total: 40,000 Performing/Participating Total: 40+

Children: 5

(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

As every year, the One People, One Community Multi-Cultural Street Festival is a free to the public event sponsored by GALATA, the City of Florida City, VIVA Miami Entertainment, and 99 JAMZ WEDR. These partners are involved in the project production through, information, volunteers, marketing, advertising, as well as physical logistics. As a tourist attraction that generates income and awareness of the Deep South Dade area, funds from the TDC can greatly enhance this event in the requested line item areas.

The purpose of this multicultural event on the streets of downtown Florida City is to promote unity between the predominant ethnicities of South Florida while celebrating their cultural heritages. The festival continues to provide a rare multicultural experience of true "unity" and diverse cultural ambiance reflecting South Florida's multi-ethnic population living and working together towards common goals. Part of the vision is to promote pride and cross-cultural understanding within the Anglo-American, African-American, Hispanic, Haitian and other ethnicities with the Deep South Dade community. The One People, One Community Festival serves to build awareness of all resident cultures while drawing attention as an event for family entertainment and community strengthening. We also provide information and education from local programs and community based organizations available to the community. (This is done through educational booths stationed throughout the Festival). The OPOC 2009 festival is scheduled for Sunday, May 2, 2009, 12:00 pm to 9:00 pm, on West Palm Drive (SW 344 Street) in Florida City, from 2nd Ave to 6th Ave. (Beginning one block east of Krome Ave, two blocks east of US-1). This year, the event will continue to provide performances from bands and artists from different ethnic groups including such performers as Koudjay, Ti Vice, Urban Mystic, Lady D and DJ Shotgun from 99JAMZ as well as a myriad of other performers. Other attractions include folkloric youth dance groups, Caribbean Junkanoo, Brazilian Dancers, middle and high school marching bands, youth steel band groups, chess exhibitions, clowns, a car and motorcycle show, a motorcycle run, and a Kid's Corner with bounce houses.

Vendor booths will display arts, crafts, foods, drinks, baked goods, leather masks, paintings, ceramics, sculptures, textiles and other ethnic products. Food vendors will sell chili, tacos, griot, payeya, churos, arepas, and other local and ethnic delicacies.

Our project continues to be a fundable attraction for Miami-Dade County due to its focus on the Deep South Miami Dade area, its people, and its cultures and generates tourist attention. This is the only festival of this kind in the Deep South Dade area and it is the only festival celebrating the diverse cultures using attractions from those countries, in their languages and dialects.

All performances and festival attractions are free to the public. In 2007 & 08 the attendance was about 20,000 as determined by staff, vendors, and performers. This year's attendance goal of the One People, One Community Multi-Cultural Street Festival is to draw an audience of over 40,000 participants from Fort Lauderdale to the Keys. (Tourist draw includes participation from Mexico, Jamaica, Haiti, New York, California & Texas) Local draw includes Florida City, Homestead, Naranja, Leisure City, Goulds, Cutler Ridge, Perrine, Kendall, Miami, Miami Shores, North Miami Beach, and Hialeah, Hollywood, & West palm Beach. Our goal as a tourist attraction is to work with local hotels and motels to promote the festival through their resources and hotel networks.

Special marketing efforts are made toward generating tourism in the Deep South. For example, the annual car and bike show receives special advertising through car and bike clubs through Miami-Dade and Florida. The Caribbean Mayoral Summit is not heavily advertised, yet receives media attention as last year was the first of its kind in history, and will continue to provide educational outlets and opportunities for these Caribbean and West Indian rural Mayors from impoverished areas.

**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	18,000		0		18,000	
ARTISTIC: NUMBER OF ARTISTS:						
TECHNICAL: NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS: 45	12,500				12,500	10,000
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY	10,000				10,000	10,000
PRINTING	2,500		0		2,500	
POSTAGE	1,000		0		1,000	
IN COUNTY TRAVEL	1,000		0		1,000	
OUT OF COUNTY TRAVEL						
EQUIPMENT RENTAL	25,500		15,000		10,000	
EQUIPMENT PURCHASE	2,000		0		2,500	
SPACE RENTAL	4,000		0		4,000	
INSURANCE	3,000		0		3,000	
UTILITIES						
SUPPLIES/MATERIALS	3,500		0		3,500	
<b>OTHER COSTS (ITEMIZE BELOW):</b>						
Labor	2,000		0		2,000	
Security	6,500				6,500	
Car & Bike Show	3,000		0		3,000	
Motor Cycle Run	2,000		0		2,000	

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

15,000

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

96,500

=
15,000
+
81,500

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

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

20,000

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

\$116,500

=
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 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 Brazilian Film Festival of Miami is an annual event that has been organized by Inffinito Art & Cultural Foundation for 13 years. Inspired on the rebirth of Brazilian Cinema during the late 1990s the festival grew steadily during this time and today it is a benchmark and it is considered the most important Film Festival dedicated solely to Brazilian films around the world. Brazil is one of the most prolific countries in Latin America when the subject are cinematographic productions, therefore each year it becomes more interesting and difficult the task of choosing the films that will participate in the Festival. The Brazilian Film Festival of Miami holds two competitions (shorts and features films) and for each category 14 films are screened during the festival, in order to participate in the competitions the films must be doing their premiere in Florida when screened at the festival. If we consider all the segments of the festival more than 40 films are screened during the 8 daylong event. We anticipate more than 15,000 spectators at this year's Film Festival. With each film we invite the director and a talent, so they can promote their film in Miami and to participate in events with our guests. Each year an important exponent of Brazilian Cinema is invited as the Festival's Honoree and during the week we screen his/her most relevant works.

The 13th Brazilian Film Festival of Miami is today the main gateway for Brazilian Film productions abroad and more specifically in the US. BRAFF Miami is heavily publicized through advertising and spontaneous media coverage in the US, Brazil and Latin America. We have booked over 600 hundred-room nights yearly at our local hotel headquarters and partners from past festivals (Including Surfcomber and Catalina).

The festival creates annually the Marketplace with guests from international film industries, including exhibitors, distributors, studio executives, Brazilian actors, directors and producers. This is crucial towards one of the festival's main objectives: to provide a great platform for the commercialization, distribution and exhibition of Brazilian Films within the US. Our Marketplace program, a series of panels and seminars, brings to Miami an array of well-known executives of the cinematographic industry. We started this initiative in 2000 and since then more 800 Brazilian and American professionals participated. They were brought to Miami from all over the Unites States, especially New York and Los Angeles, and also from Mexico.

For Closing Night the festival is once again working to bring a Brazilian singer and/or band to Miami, This will unite two of the most relevant sides of Brazilian Culture, music and cinema. In past years it has proven to be a very effective formula that attracts crowds to South Florida. The TDC grant will allow us to promote the Festival across the Region, the US and internationally therefore enhancing the number of out-of-town patrons that attend the festival.

Our program for the 2009 Edition of the Brazilian Film Festival is:

1. **Opening Night** – June 5<sup>th</sup>, 7:00pm at Colony Theater - Film screening of the winner of previous festival *Best Film Public Choice* will be exhibited to the public at **Free admission**.
2. **Film Screenings** - June 6<sup>th</sup> to 12<sup>th</sup> at the Colony Theater, screenings at 7:00pm and 9:00pm – The BRAFF will be screening 2 movies at each exhibition, 1 short and 1 feature a total of 28 movies. Ticket price will be \$10 for general admission and free admission for members and industries (100 tickets).
3. **Retrospective and homage screenings** – June 6<sup>th</sup> to 12<sup>th</sup> - MB Cinematheque, 8:30pm – Seven Brazilian Documentaries will be screened from 2008 and 2009. Tickets are \$10 and \$8 (MBC members).
4. **Marketplace** – June 8<sup>th</sup> to 10<sup>th</sup> at the Surfcomber Hotel – 2:30pm to 4:30pm – Audiovisual panels and seminars to promote business during the festival. **Free admission**.
5. **Closing Night** – June 13<sup>th</sup> at The Gusman Center for Performing Arts – This will be the closing award ceremony followed by a Brazilian band concert. Ticket prices will be \$30.

**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: 19	120,800		3,000		117,800	
ARTISTIC:	NUMBER OF ARTISTS: 6	19,000		0		19,000	
TECHNICAL:	NUMBER OF EMPLOYEES: 16	53,500		5,000		48,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: 24	25,000		0		25,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: 8	74,000		0		74,000	
MARKETING/PUBLICITY		61,600		5,000		56,600	70,000
PRINTING		36,400		4,000		32,400	
POSTAGE		6,000		1,000		5,000	
IN-COUNTY TRAVEL		15,000		0		15,000	10,000
OUT OF COUNTY TRAVEL		85,500				85,500	
EQUIPMENT RENTAL		31,900		3,000		28,900	
EQUIPMENT PURCHASE		0				0	
SPACE RENTAL		35,000		4,000		31,000	10,000
INSURANCE		3,500		0		3,500	
UTILITIES		18,000		0		18,000	
SUPPLIES/MATERIALS		7,000		0		7,000	
OTHER COSTS (ITEMIZE BELOW):							

(44) GRANT AMOUNT REQUESTED \*\* (MUST EQUAL #48 ON PAGE 8) 25,000

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 592,200 = 25,000 + 567,200

(46) TOTAL \*IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 90,000

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$682,200 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	30,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	300,621		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL <u>VCA and Fest Grant</u>	66,579		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>MINC /Embratur - Brazil</u>	160,000		
<u>Brazilian Consulate</u>	10,000		
		50,000	Comcast Cable
		10,000	Magazines and Globo/ USA
		10,000	Radio & Magazine /Brazil
		20,000	Confiança – storage and cargo
<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)

**592,200**

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

**90,000**

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

**\$ 682,200**

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

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

Agenda Item No.: D-4

**ORGANIZATION:** Patrons of Exceptional Artists, Inc.

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

**TITLE OF EVENT:** Miami International Piano Festival - 2009 Discovery Series

**RECOMMENDATION:** \$3,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** May 14 - 17, 2009

**EVENT LOCATION:** Lincoln Theater, 541 Lincoln Road, Miami Beach

**DESCRIPTION:**

Funds are requested to support the Miami International Piano Festival's 2009 Discovery Series. The festival celebrates four days of recitals and special events dedicated to the art of piano. Artists are selected from around the globe, many making their U.S. or South Florida debuts on May 14-17, 2009, at the Lincoln Theatre in Miami Beach.

**HOTEL CONFIRMATION:**

Crest Hotel Suites (42 room nights) - Pending

**OUTSIDE MEDIA:**

Classical South Florida - 89.7  
WLRN

**PREVIOUS TDC FUNDING:**

\$3,000 (07-08) End of cycle; \$3,000 (06-07); \$3,000 (05-06); \$3,000 (04-05); \$3,000 (03-04)

**OTHER GOVERNMENT FUNDING:**

FEST- \$41,517  
City of Miami Beach CAC - \$18,527  
Funding Arts Network - \$5,000  
FL State CUA - \$5,186

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):

Patrons of Exceptional Artists, Inc.

Organization Address: 20191 E. Country Club Drive, Suite 709

City: Aventura State: FL Zip: 33180 Website: [www.miamipianofest.com](http://www.miamipianofest.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit

(6) Year of Incorporation: 1997

(7) FEI#: 65 - 0758284

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/8/09 Time: 3:00 p.m.

(10) Name: Barbara Muze

Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director

Phone (day): (305) 345 - 7032 ext.

Email: [bmuze@bellsouth.net](mailto:bmuze@bellsouth.net)

Fax: (305) 935 - 9087

Phone (other): (305) 935 - 5115 ext.

PROJECT INFORMATION

(11) Project Title: Miami International Piano Festival – 2009 Discovery Series

(12) Starting and Ending Dates: 5/14 – 5/17/09

(13) Starting and Ending Times: various

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

(15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: # 03

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: # 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: 2,000 Performing/Participating Total: 20  
Children: 500 Children: 1

(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 International Piano Festival's 2009 Discovery Series takes place May 14 – 17 at the Lincoln Theatre on Miami Beach. **Five distinct concerts** will feature performances by musicians who are selected from an elite group of talented artists who are considered to be on the verge of a potentially great career. The artists are brought to the Festival from every corner of the world, many making their South Florida or U.S. debut, in order to perform for American audiences and to be introduced to other presenters, agents and orchestra directors (all of whom are invited to attend the Festival). Each live performance is also documented through professional audio and visual recordings. These recordings have resulted in the release of over a dozen CDs and DVDs on the VAI label and have made the Festival available to a world-wide audience and cemented the Festival's reputation as a world-class event. Tickets range from \$15 - \$40 and were actually lowered this year to make the concerts even more accessible during challenging economic times.

The Festival is continually seeking ways to introduce interesting programming to attract participants. In 2009 the Festival is collaborating with Grammy Award winner, Pablo Ziegler in a project entitled "Beyond Tango." Ziegler is the pianist and composer who worked with the great Tango pioneer, Astor Piazzola and is now the main protagonist for the evolution of this art form. Tango is appreciated by classical and non-classical audiences alike and will further expand the Festival's reach.

The 2009 Discovery Series includes the popular "Prodigies and Masters of Tomorrow" (PMT) program. Very young musicians are identified whose talents far exceed their years. The prodigies are presented at matinee concerts in order to attract families with school-aged children. These performances are also recorded to document the development of the young prodigies and WLRN Public Television has aired a portion of this documentary. The PMT program recently caught the attention of Britain's Channel 4 Television and played an important part in an upcoming documentary entitled "The World's Greatest Prodigies." The U.S. portion of the documentary was filmed in Miami-Dade County and prominently features the Festival's Artistic Director, Giselle Brodsky who was asked to identify many of the talented young musicians. The documentary is scheduled to be aired late Spring, 2009 in England with hopes for U.S. distribution and the producers intend to shine a spotlight on Miami as an important cultural destination.

To further engage the audiences and enhance the appreciation of each musical experience, the Festival invites critics, scholars, and filmmakers to present informative and enlightening lectures/presentations prior to each concert. These pre-concert programs are free and open to the public. TDC funding will assist the Festival with its marketing efforts which include sponsorships from the Miami Herald, WLRN, Classical South Florida and the NewTimes, as well as allow the Festival to continue its successful programming that is so attractive to visitors and local audiences alike. Travel packages are arranged through the Festival's host hotel, The Crest Hotel Suites on Miami Beach.

**Thursday, May 14** - Opening Night

8:15 p.m. **Severin Von Eckardstein** (Germany) – Piano Recital

**Friday, May 15** – Piano Recital

8:15 p.m. **Stephen Beus** (United States)

**Saturday, May 16** – Prodigies and Masters of Tomorrow

2:00 p.m. **Aristo Sham** (China) 12 year old piano prodigy

8:15 p.m. **Balacz Szokolay** (Hungary) – Piano Recital

**Sunday, May 17** – Grand Finale – Beyond Tango!

8:15 p.m. **Pablo Ziegler** (Argentina) with 13 member guest ensemble.

**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>	36,500		5,000		31,500	5,000
ARTISTIC:	NUMBER OF ARTISTS: <u>2</u>	5,000		0		5,000	5,000
TECHNICAL:	NUMBER OF EMPLOYEES: <u>3</u>	18,000		0		18,000	2,000
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>20</u>	40,000		5,000		35,000	5,000
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>0</u>	19,000		0		19,000	13,500
MARKETING/PUBLICITY		34,000		5,000		29,000	10,500
PRINTING		20,000		5,000		15,000	0
POSTAGE		11,000		0		11,000	0
IN-COUNTY TRAVEL		2,000		0		2,000	7,000
OUT OF COUNTY TRAVEL		10,000		0		10,000	2,000
EQUIPMENT RENTAL		4,000		0		4,000	0
EQUIPMENT PURCHASE		0		0		0	0
SPACE RENTAL		25,000		5,000		20,000	0
INSURANCE		2,200		0		2,200	0
UTILITIES		3,000		0		3,000	0
SUPPLIES/MATERIALS		7,000		0		7,000	0
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	CD/DVD PRODUCTION	5,000		0		5,000	5,000

(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>241,700</b>	=	<b>25,000</b>	+	<b>216,700</b>
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)					<b>55,000</b>
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	<b>\$ 296,700</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



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

Agenda Item No.: D-5

**ORGANIZATION:** Rhythm Foundation, Inc.

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

**TITLE OF EVENT:** Transatlantic Festival 2009

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 2 - April 25, 2009

**EVENT LOCATION:** North Beach Bandshell, 7275 Collins Avenue, Miami Beach

**DESCRIPTION:**

Funds are requested to support the Rhythm Foundation's TransAtlantic Festival 2009, a series of modern world music concerts and events at the North Beach Bandshell and other venues on April 2 - 25, 2009. The Tourist Development Council's grant funds further the Festival's growth into a signature annual event with a significant tourism component.

**HOTEL CONFIRMATION:**

Deauville Hotel Miami Beach

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$5,000 (02-03)End of cycle; {\$6,000 - (01-02) -- End of cycle}

**OTHER GOVERNMENT FUNDING:**

MB CAC - \$18,500

ADV - \$50,000

Heineken USA - \$20,000

NEA - \$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):

The Rhythm Foundation, Inc.

Organization Address: PO Box 398567

City: Miami Beach State: FL Zip: 33239 Website: [www.rhythmfoundation.com](http://www.rhythmfoundation.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit

(6) Year of Incorporation: 1988

(7) FEI#: 65 - 0102768

(8) State of Incorporation: Florida

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

(10) Name: Laura Quinlan  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Director Phone (day): (305) 672 - 5202 ext.

Email: [lq@rhythmfoundation.com](mailto:lq@rhythmfoundation.com) Fax: (305) 529 - 6201 Phone (other): ( ) -

**PROJECT INFORMATION**

(11) Project Title: TransAtlantic Festival 2009

(12) Starting and Ending Dates: April 2 - 25, 2009 (13) Starting and Ending Times: 7 pm - 11 pm

(14) Address or Location of Project: North Beach Bandshell, 7275 Collins Avenue, 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: # 05 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: 7500 Performing/Participating Total: 75

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 TransAtlantic Festival is a series of Modern World Music concerts and events in April 2009 at the North Beach Bandshell in Miami Beach, News Lounge in Miami's "Upper East Side" and other venues. This is the seventh edition of the annual festival showcasing modern world music. The series focuses on artists from the cultural capitals of the Atlantic region, making modern world music by fusion traditional rhythms with electronica and new sounds, from places like London, France, Spain, North – West –South Africa, Brazil, Argentina, the Caribbean, Miami and New York.

All events are open to the public. The concerts at the North Beach Bandshell are ticketed, with a \$20 advance price, or a festival pass of \$60. The events at the News Lounge and after-show parties are free to the public.

- April 2, News Lounge: Launch party featuring **Zizek**, Argentine electro-cumbia band
- April 7, News Lounge: Film screening: *Imagine: Making of Monkey Journey to the West* (UK/China)
- April 17: North Beach Bandshell: The US debut of new Brazilian electro-funk trio **Curumin**, with Colombian alt-rock icons **Aterciopelados**.
- April 18, North Beach Bandshell: Florida debut of **Ximena Sariñana**, named Best New Artist by MTV Latino. Her powerful mix of jazz, Latin rock and exquisite arrangements have made her a sensation. Opening set by Miami-based neo-folkie **Rachel Goodrich**.
- April 24, North Beach Bandshell: **Budos Band**, the NYC-based Afrobeat big band from Dap Tones Records. Opening set by Latin funk star **Javier Garcia**. The after-show party features **DJ Da Lua** from Rio de Janeiro's popular Bossacucanova ensemble.
- April 25, North Beach Bandshell: **Cucu Diamantes**, the NYC-based Afrocuban funk group formed by renowned producer Andres Levin. A double bill with Timbuktu Mali toaureg rockers **Tinariwen**.
- After show parties and other special events with feature a range of locally-based music groups.

The target audience is Miami-Dade's internationally-minded residents and visitors, with an anticipated attendance of 1,000+ per night. The festival was originally created to open up the Rhythm Foundation's core audience of "world music" fans, to be able to make links to new and current citizens working in the new media, arts and international professions.

**This year we have begun a new focus on creating a significant tourism component to the Festival, and TDC funds will help with this effort, which include the hiring of a national publicist to reach newspapers, magazines and websites across the country.** Both the time period and location have been condensed into a two-week period, and held primarily in North Beach, to create a stronger Festival. Marketing is being done to reach a regional and national audience, increased signage and logistics are planned to improve the Festival site and experience, and tourism infrastructure is being developed (hotel partners, tourism partners and an improved website and related materials). Because most of the artists featured are making their US or Florida debut concerts, and are playing their only regional concerts, we expect regional music lovers to travel to this 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>3</u>	7,500		0		7,500	2,500
ARTISTIC:	NUMBER OF ARTISTS: <u>0</u>	0		0		0	0
TECHNICAL:	NUMBER OF EMPLOYEES: <u>0</u>	0		0		0	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>85</u>	60,000		5,000		55,000	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>0</u>	0		0		0	0
MARKETING/PUBLICITY		26,000		10,000		16,000	7,000
PRINTING		3,000		0		3,000	0
POSTAGE		1,000		0		1,000	0
IN-COUNTY TRAVEL		13,100		0		13,100	5,000
OUT OF COUNTY TRAVEL		4,000		0		4,000	10,000
EQUIPMENT RENTAL		16,700		0		16,700	0
EQUIPMENT PURCHASE		0		0		0	0
SPACE RENTAL		1,200		0		1,200	6,500
INSURANCE		0		0		0	1,500
UTILITIES		0		0		0	0
SUPPLIES/MATERIALS		10,000		0		10,000	0
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	BOX OFFICE(PERSONNEL, TICKET PRINTING)	800		0		800	0

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

15,000

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

143,300

 = 15,000 + 128,300

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

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

32,500

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

\$ 175,800

      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	58,500	0	
CONTRACTED SERVICES	0	0	
TUITIONS	0	0	
CORPORATE SUPPORT	20,000	30,000	LIST ATTACHED
FOUNDATION SUPPORT	10,000	0	
PRIVATE/INDIVIDUAL SUPPORT	0	2,500	LIST ATTACHED
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>National Endowment Arts</u>	10,000	0	
STATE _____			
LOCAL <u>Miami Beach Cult Affairs</u>	26,000	0	
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>Concessions</u>	3,800		
_____			
_____			
_____			
_____			
<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)

**143,300**

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

**32,500**

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

**\$ 175,800**

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

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

Agenda Item No.: E-1

**ORGANIZATION:** Miami Overseas Chinese Association, Inc.

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

**TITLE OF EVENT:** Miami Hong Kong Dragon Boat Festival

**RECOMMENDATION:** \$10,000

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5th

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 25-26, 2009

**EVENT LOCATION:** 3601 Rickenbacker Causeway, Miami, FL 33141

**DESCRIPTION:**

Funds are requested to support the annual Miami Hong Kong Dragon Boat Festival which promotes Chinese and other Asian cultures through the sport of Dragon Boat Racing on April 25-26, 2009, at the Brickell Key Waterway. The festival will feature dragon boat races, vendors, cultural displays and a performing troupe from China.

**HOTEL CONFIRMATION:**

Doubletree Grand Hotel  
Miami Marriott Biscayne Bay  
Hyatt Regency Hotel

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$15,000 (07-08); \$5,200 (06-07); \$5,850 (05-06); \$6,500 (04-05)

**OTHER GOVERNMENT FUNDING:**

CG - \$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):

Miami Overseas Chinese Assoc.

Organization Address: 2340 NW 27<sup>th</sup> Ave

City: Miami State: FL Zip: 33142 Website: [www.miamidragon.com](http://www.miamidragon.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2003

(7) FEI#: 43 - 2013801 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 01/08/09 Time: 3:00pm

(10) Name: Joe Chi  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director Phone (day): (305) 636 - 0902 ext.

Email: [joechi888@yahoo.com](mailto:joechi888@yahoo.com) Fax: (305) 636 - 0910 Phone (other): (768) - 554-8001 ext.

**PROJECT INFORMATION**

(11) Project Title: Miami Hong Kong World Dragon Boat Festival Championship

(12) Starting and Ending Dates: April 25<sup>th</sup> & 26<sup>th</sup> (13) Starting and Ending Times: 8:00am-5:00pm

(14) Address or Location of Project: 3601 Rickenbacker Causeway, Miami FL 33141

(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: # 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: 20000 Performing/Participating Total: 1000  
 Children: TBA Children: TBA

(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 the Miami Hong Kong World Dragon Boat Festival & Championship. It is an ancient Chinese tradition that has literally taken the world by storm. We are anticipating 40 to 50 teams from local, national and international venues.

The Festival event will take place next to the Marine Stadium at 3601 Rickenbacker Causeway on April 25<sup>th</sup> and 26<sup>th</sup>. The races will consist of a 2000 meter circular race, 600 meter relay race and a 500 meter race. There will be a Corporate category, Community category and a Breast Cancer Survivor Race Category. There will be 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place in each of these categories and each of the winning teams will take home awards.

Dragon Boats are essentially 50 foot long canoes that resemble dragons. Although fairly new to South Florida, Dragon Boat Racing –DBR–can be found all over the U.S as well as throughout Europe, Africa, Asia and Canada. DBR is growing dramatically worldwide with 50,000 + teams competing in thousands of races year round. The sport is regulated under the International Dragon Boat Federation (IDBF).

This year we have been given the honor to host the World Corporate Community, and the Breast Cancer Survivor Championships. Because of DBR globalization, we are expanding our marketing efforts to these worldwide teams as far as South Africa, Malaysia, Australia and Canada which have indicated that they will attend our Dragon Boat Festival. There will also be competitors from established local dragon boat teams including government entities. We will also have teams from MDC, FIU and UM. Well known private companies will also participate such as HSBC, Ocean Bank, FPL, Turner Construction, AT&T and others.

Due to the attention generated among the international circuit of Dragon Boaters we have arranged accommodations at different hotels such as the Doubletree Hotel, Miami Marriott and the Hilton. Also, we would like to mention that due to the publicity created by the Miami Hong Kong Dragon Boat Festival, we have conducted team work building sessions involving major corporations such as DHL Worldwide, Roche Laboratories, Johnson and Johnson and Cordis Group. Put together they represented about 350 individuals. With an average of 3.5 hotel room nights per person, they represented 1,225 hotel rooms per night. We have also received requests from other companies such as Amadeus (Airline Reservations Systems) who have demonstrated interest in this sport to promote health benefits among its members.

Aside from the Dragon Boat races, spectators and participants will enjoy cultural shows and over 40 vendors selling a number of different items. There will be mostly localized cultural groups such as the Taiko Drummers, the Lion Dance, the Chinese Cultural Dance Group and the Great 100 foot Dragon Dance.

This is an attractive project for the use of Tourist Development Council funds due to the vast market of international and national teams we can attract to Miami. Also, because of the large scope of this festival and our marketing strategy, we believe that your funding will be crucial in promoting Miami Dade increasingly as a center for corporate capacity training through Dragon Boating. Given a little time, Dragon Boat related activities can become a major force in attracting an upscale Fortune 500 type clientele that will be beneficial in terms of local tourism revenue. In order for us to continue building this reputation, we seek these funds to promote and market the Dragon Boat Festival and corporate training worldwide with large tourism benefits for our community for years to come.

**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 EX- PENSES	=	TDC GRANT DOL- LARS	+	CASH MATCH	*IN-KIND CONTRI- BUTIONS
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	2		20000		20000	
ARTISTIC:	NUMBER OF ARTISTS:	50		20000		20000	
TECHNICAL:	NUMBER OF EMPLOYEES:	15		15000		15000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				55000	17000	38000	20000
PRINTING				18000	6000	12000	
POSTAGE				2000	2000	0	
IN-COUNTY TRAVEL				5000		5000	
OUT OF COUNTY TRAVEL				3000		3000	
EQUIPMENT RENTAL				15000		15000	
EQUIPMENT PURCHASE				14000		14000	
SPACE RENTAL				0		0	25000
INSURANCE				5000		5000	
UTILITIES				5000		5000	
SUPPLIES/MATERIALS				5000		5000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	VIP FOOD			5000		5000	5000
	STAFFING FOOD			3000		3000	
	DRAGON BOAT RACE PRODUCTION			15000		15000	

(44) GRANT AMOUNT REQUESTED \*\* (MUST EQUAL #48 ON PAGE 8) 25000

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 205000 = 25000 + 180000

(46) TOTAL \*IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 50000

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

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$255000 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	15000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	105000	45000	CITY OF MIAMI, MEDIA
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	10000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE	1000		
LOCAL	15000		
APPLICANT CASH ON HAND	8000		
OTHER REVENUES (Itemize below)			
Vendor Fees	6000		
Team Fees	15000		
Space			
Food VIP	5000	5000	DONATIONS -SEE ATTACHMENT
Marketing/Publicity			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>25000</b>		

<b>(49) TOTAL CASH REVENUES</b> (MUST EQUAL #45 ON PAGE 7)	<b>205000</b>		
<b>(50) TOTAL IN-KIND CONTRIBUTIONS</b> (MUST EQUAL #46 ON PAGE 7)		<b>50000</b>	
<b>(51) TOTAL PROJECT REVENUES</b> (MUST EQUAL #47 ON PAGE 7)	<b>\$ 255000</b>		* Sum of #49 Cash & #50 In-kind

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

**Agenda Item No.: E-2**

**ORGANIZATION:** Miami-Dade Sports Commission, Inc.

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

**TITLE OF EVENT:** 2009 USA Junior Olympic Volleyball Championships - Girls

**RECOMMENDATION:** \$8,000

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3rd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** June 23 - July 5, 2009

**EVENT LOCATION:** Miami Beach Convention Center

**DESCRIPTION:**

Funds are requested to support the operations and marketing of the prestigious 2009 USA Junior Girls Olympic Volleyball Championships. The event will bring nearly 20,000 volleyball participants and spectators from throughout the country to Miami Beach from June 23-July 5, 2009.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Pending

**PREVIOUS TDC FUNDING:**

\$12,000 (07-08); \$10,000 (05-06)

**OTHER GOVERNMENT FUNDING:**

Florida Sports Foundation - \$60,000

**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 Sports Commission, Inc.

Organization Address: 15280 NW 79<sup>th</sup> Court, Suite 109

City: Miami Lakes State: FL Zip: 33016 Website: [www.MiamiSports.org](http://www.MiamiSports.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2003

(7) FEI#: 75 - 3150179

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/8/09 Time: 3:00 PM

(10) Name: Michael W. Sophia  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Executive Director Phone (day): (305) 818 - 7188 ext. 1001

Email: [mwsophia@miamisports.org](mailto:mwsophia@miamisports.org) Fax: (305) 819 - 2545 Phone (other): (305) 803 - 4473 ext.

**PROJECT INFORMATION**

(11) Project Title: 2009 USA Junior Olympic Volleyball Championships - Girls

(12) Starting and Ending Dates: June 23 - July 5, 2009 (13) Starting and Ending Times: 7 AM to Midnight

(14) Address or Location of Project: Miami Beach Convention Center

(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: # 05 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: 9,250 Performing/Participating Total: 6,500

Children: 1,500 Children: 5,250

(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 USA Volleyball Girl Junior Olympic Championships will come to Miami Beach and the Miami Beach Convention Center June 23 - July 5, 2009. It will bring over 6,000 participants and 10,000 family, friends and spectators from throughout the United States. Participants are female student athletes from ages 11 through age 19, the spectators are generally families and friends. The numbers are conservative and based on 2006 numbers provided to the Miami-Dade Sports Commission from Atlanta's CVB. The current schedule of matches is still under development as the teams are currently qualifying through the country to participate in the Championship.

The monies secured to support the event from both state and local governments, such as the TDC and the Florida Sports Foundation Grant, will directly support the operations of the event. These monies will ensure the success of this event, and it's likely return in future years.

The host hotels are Marriott Biscayne Bay, Double Tree Grand, the Hilton Miami Hotel and the Hyatt Regency Downtown. Additional overflow hotels can be found on Miami Beach and in the Miami Airport area. Currently the event has booked over 18,000 room nights for its participants with 4,250 room nights currently contracted on peak. The event is expected to book more than 30,000 room nights by the time competition begins in Miami. At complete list of hotels is attached.

USA Volleyball will co-host the event with the Miami-Dade Sports Commission. USA Volleyball is the National Governing Body for the sport of volleyball in the United States and is recognized as such by the Federation International de Volleyball and the United States Olympic Committee.

The Miami-Dade Sports Commission has worked to secure the event for the benefit of our community. This event is the type of event brought specifically to better the economic development and growth of our community. In addition, it adds an element of sports culture that has transcended through history and landed at the doorstep of our very own Miami Beach Convention Center. Volleyball has a long standing tradition with our community and is a vital part of each of our local Universities Athletic Programs and high school athletic programs.

Volleyball has become a staple in US successes at the Olympics, with gold medals won in the 2008 Beijing Olympic Games in Men's Beach Volleyball, Women's Beach Volleyball, and Men's Indoor Volleyball. The US Women's Indoor Volleyball team took home a silver medal.

This event brings an estimated economic impact of more than \$25.7 million during the economically slow months of June and July. Over \$1.5 million in estimated sales tax will be derived from the event, along with more than \$125,000 in Tourist Development Tax Revenues based on the conservative numbers of the event. It is open to the public and at this time the schedule of matches is still under development as teams continue to qualify, no ancillary events are currently scheduled. Registrations will be made for qualifying teams through national qualifiers over the course of 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:	0		0		0	
ARTISTIC:	NUMBER OF ARTISTS:	0		0		0	
TECHNICAL:	NUMBER OF EMPLOYEES:	65		142,000		142,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	0		0		0	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	0		0		0	
MARKETING/PUBLICITY		0		0		0	
PRINTING		31,850		0		31,850	
POSTAGE		11,550		0		11,550	
IN-COUNTY TRAVEL		0		0		0	
OUT OF COUNTY TRAVEL		64,000		0		64,000	
EQUIPMENT RENTAL		49,200		0		49,200	
EQUIPMENT PURCHASE		1,950				1,950	
SPACE RENTAL		215,500		25,000		190,500	
INSURANCE		0		0		0	
UTILITIES		15,000		0		15,000	
SUPPLIES/MATERIALS		3,000		0		3,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
AWARDS		19,800		0		19,800	
BANK & CC FEES		4,600		0		4,600	
CATERING		14,000		0		14,000	
DRAYAGE		2,000		0		2,000	
SPONSOR APPAREL EQUIP HOUSING		0		0		0	114,725
SECURITY		24,000		0		24,000	
MATCH FEES		215,000		0		215,000	
TOURNAMENT SCHEDULING		22,750		0		22,750	
MEDICAL		2,000		0		2,000	

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

25000

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

838,200

= 25,000

+ 813,200

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

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

114,725

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

\$ 952,925

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 .0Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	<u>709,200</u>	<u>0</u>	
CONTRACTED SERVICES	<u>0</u>	<u>0</u>	
TUITIONS	<u>0</u>	<u>0</u>	
CORPORATE SUPPORT	<u>0</u>	<u>0</u>	
FOUNDATION SUPPORT	<u>0</u>	<u>0</u>	
PRIVATE/INDIVIDUAL SUPPORT	<u>0</u>	<u>0</u>	
GOVERNMENT GRANTS (Identify source)			
FEDERAL	<u>0</u>	<u>0</u>	
STATE <u>Florida Sports Foundation</u>	<u>60,000</u>	<u>0</u>	
LOCAL	<u>0</u>	<u>0</u>	
APPLICANT CASH ON HAND	<u>0</u>	<u>0</u>	
OTHER REVENUES ( <i>Itemize below</i> )			
Product Sales	<u>35,000</u>	<u>0</u>	
Program Ads	<u>500</u>	<u>0</u>	
Exhibitor Revenue	<u>1,500</u>	<u>0</u>	
Program & Schedule Sales	<u>1,000</u>	<u>0</u>	
Sponsors	<u>0</u>	<u>114,725</u>	SPONSOR APPAREL, EQUIP. & HOUSING
Late Fees	<u>6,000</u>	<u>0</u>	
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<u><b>25,000</b></u>		

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

**838,200**

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

**114,725**

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

**\$ 952,925**

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

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

	Agenda Item No.:	F-1
<b><u>ORGANIZATION:</u></b> United States Volleyball Association	<b><u>GRANT REQUEST:</u></b>	\$25,000
<b><u>TITLE OF EVENT:</u></b> 2009 Women's VIII Pan American Cup Championships	<b><u>RECOMMENDATION:</u></b>	\$15,000

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** June 24 - July 4, 2009

**EVENT LOCATION:** Bank United Center and FIU Arena

**DESCRIPTION:**  
funds are requested to support the operational costs associated with the 2009 Womens VIII Pan American Cup Championships on June 24 - July 4, 2009 at the University of Miami's Bank United Center and the Florida International Univeristy Arena. The event will reach over 12 diffeent countries throughout North, south and Central America along with the Caribbean. This is the first time this event has been hosted in Miami-Dade County.

**HOTEL CONFIRMATION:**  
Pending

**OUTSIDE MEDIA:**  
Pending

**PREVIOUS TDC FUNDING:**  
N/A

**OTHER GOVERNMENT FUNDING:**  
Florida Sports Foundation - \$2,000

**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):

United State Volleyball Association

Organization Address: 715 S. Circle Drive

City: Colorado Springs State: CO Zip: 80910 Website: [www.usavolleyball.org](http://www.usavolleyball.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1970

(7) FEI#: 95- 2639808 (8) State of Incorporation: California

(9) Required Pre-application Consultation: Date: 1/8/09 Time: 3:00 PM

(10) Name: Mike Chandler  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Director of National Events Phone (day): (719) 228 - 6800 ext.

Email: [Mike.Chandler@usav.org](mailto:Mike.Chandler@usav.org) Fax: (719) 228 - 6899 Phone (other): ( ) - ext.

**PROJECT INFORMATION**

(11) Project Title: 2009 Women's VIII Pan American Cup Championships

(12) Starting and Ending Dates: June 24 - July 4, 2009 (13) Starting and Ending Times: 7 AM to Midnight

(14) Address or Location of Project: BankUnited Center & FIU Arena

(15) Municipality in which project will take place (use codes): Primary: # 3 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: # 7 Florida State Senate District: # 35

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: 3,000 Performing/Participating Total: 360  
 Children: 1,000 Children: 0

(19) Primary Population:  Chil-  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 Women's Pan-American Volleyball Cup will be the eighth edition of the annual Women's Volleyball Tournament, played by twelve countries from the North, Central America and Caribbean Volleyball Confederation. The event will be held June 24 – July 4, 2009 at both the BankUnited Center located at the University of Miami and the FIU Arena located on the FIU South Campus. The competitors will be women ranging in age from 16 to 25.

The event, hosted by USA Volleyball in collaboration with the Miami-Dade Sports Commission, serves as a qualifying event into the 2010 FIVB World Grand Prix. The event will tentatively have three of the four semifinalists from the 2008 Olympic Games and is the largest international volleyball event hosted by USA Volleyball in terms of country participation. The participating countries are as follows: Brazil, Cuba, USA, Argentina, Canada, Costa Rica, Dominican Republic, Mexico, Peru, Uruguay, Puerto Rico, and Venezuela. Brazil won the 2008 Olympic Games gold medal by defeating silver medalist USA in the title match, while three-time Olympic Games gold medalist Cuba finished fourth in the 2008 Olympic Games. All three teams are currently ranked in the top four in the current FIVB World Rankings.

All teams will be housed on the Florida International University and University of Miami campuses. However, all spectators and respected officials will be staying at surrounding hotel properties such as the Marriott Dadeland and Airport properties, contracts are still under negotiation at present time approximately 100 roomnights will be contracted for official staff only, and a rate will be offered and promoted to international spectators.

All TDC funds received for this event will be allocated towards to the operating expenses incurred at the facilities. Hosting an event of this international magnitude will require extensive services and staff from each venue. However, a successful event will help encourage a return of events of this nature and reinforce Miami as the "Gateway to the Americas". The international market brought to Miami as a direct result of this event, along with the international exposure to a minimum of 12 countries will provide an immediate boost in the economic climate of Miami and its foreseeable future. Marketing plans for the event will include grassroots efforts such as email blasts to local, national, and international volleyball clubs, and paid advertising through various media outlets. The database is currently owned by USA Volleyball and no cost is associated with this emailing effort. Additional marketing plans for local and spectator activation is still in development however have been budgeted for.

The event will be run by both USA Volleyball and the Miami-Dade Sports Commission. The estimated economic impact of this event is \$1.6 million dollars. A minimum of 3 matches per day will be played at each venue. The event is open to the public and tickets will range from \$10 -15 depending on when they are purchased. The schedule for matches is still being set by the North, Central America and Caribbean Volleyball Confederation (NORCECA), there are no ancillary events taking place.

## 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	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
		EXPENSES		DOLLARS			
<b>ORGANIZATION'S PERSONNEL</b>							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	0		0		0	
ARTISTIC:	NUMBER OF ARTISTS:	1		500		500	
TECHNICAL:	NUMBER OF EMPLOYEES:	79,873		0		54,873	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	0		0		0	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	3,000		0		3,000	
MARKETING/PUBLICITY		10,000		0		10,000	7,500
PRINTING		2,500		0		2,500	
POSTAGE		0		0		0	
IN-COUNTY TRAVEL		45,000		0		45,000	
OUT OF COUNTY TRAVEL		95,000		0		95,000	
EQUIPMENT RENTAL		2,500		0		2,500	
EQUIPMENT PURCHASE		0		0		0	
SPACE RENTAL		49,327		25,000		49,327	
INSURANCE		5,000		0		5,000	
UTILITIES		0		0		0	
SUPPLIES/MATERIALS		4,000		0		4,000	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
AWARDS		1,000		0		1,000	
OFFICIALS FEES		27,300		0		27,300	
ATHLETE MEALS		100,000		0		100,000	
TRANSLATORS		1,500		0		1,500	
SPONSOR VIP GIFTS		1,000		0		1,000	
NORCEGA FEES		10,000		0		10,000	
MEDICAL		5,000		0		5,000	
SPECIAL EVENTS		8,500		0		8,500	
MISCELLANEOUS EXPENSES		1,000		0		1,000	

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

25000

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

452,000

=
25,000
+
427,000

(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)

\$ 459,500

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 .0Revenues" category above \$5,000. NOTE: Total project expenses and revenues must equal.

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	<u>330,000</u>	<u>0</u>	
CONTRACTED SERVICES	<u>0</u>	<u>0</u>	
TUITIONS	<u>0</u>	<u>0</u>	
CORPORATE SUPPORT	<u>90,000</u>	<u>7,500</u>	<b>PARTNERS OF MDSC</b>
FOUNDATION SUPPORT	<u>0</u>	<u>0</u>	
PRIVATE/INDIVIDUAL SUPPORT	<u>0</u>	<u>0</u>	
GOVERNMENT GRANTS (Identify source)			
FEDERAL	<u>0</u>	<u>0</u>	
STATE <u>Florida Sports Foundation</u>	<u>2,000</u>	<u>0</u>	
LOCAL	<u>0</u>	<u>0</u>	
APPLICANT CASH ON HAND	<u>0</u>	<u>0</u>	
OTHER REVENUES (Itemize below)			
<u>Hotel Rebates</u>	<u>2,500</u>		
<u>IN-KIND ADVERTISING</u>			
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<u><b>25,000</b></u>		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7) **452,000**

(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7) **7,500**

(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7) **\$ 459,500** \* Sum of #49 Cash & #50 In-kind

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

---

	Agenda Item No.:	G-1
<b><u>ORGANIZATION:</u></b> Greater Miami Billfish Tournament	<b><u>GRANT REQUEST:</u></b>	\$15,000
<b><u>TITLE OF EVENT:</u></b> Yamaha Contender Miami Billfish Tournament	<b><u>RECOMMENDATION:</u></b>	\$10,000

---

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** April 2-5, 2009

**EVENT LOCATION:** Miami Beach Marina, 300 Alton Road, Miami Beach, FL

**DESCRIPTION:**

Funds are requested to support the Greater Miami Billfish Tournament from April 2-5, 2009. The tournament showcases Miami as the capital of a rapidly growing spectator and participant sport, at the same time exposing anglers to Miami as a year-long destination. All activities held at the Miami Beach Marina are free and open to the public.

**HOTEL CONFIRMATION:**

The Doubletree Grand

**OUTSIDE MEDIA:**

TV: NBC 6; Sun Sport, FOX Sports  
Radio: 99.9 Kiss Country

**PREVIOUS TDC FUNDING:**

\$10,000 (07-08) end of cycle; \$10,000 (06-07); \$8,000 (05-06); \$12,000 (04-05); \$10,000 (03-04); {End of 2nd cycle - \$9,000 (02-03)}

**OTHER GOVERNMENT FUNDING:**

CG - \$6,000 (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):  
 Greater Miami Billfish Tournament  
 Organization Address: P.O. Box 1036  
 City: Key Biscayne State: FL Zip: 33149 Website: [www.miamibillfish.com](http://www.miamibillfish.com)
- (4) Applicant Institution Type:  Cultural  Non-Cultural
- (5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1982
- (7) FEI#: 65 - 0208811 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: 1/8/2009 Time: 3 PM
- (10) Name: Judy Bradley- Layne  Mr.  Mrs.  Ms.  Miss  Dr.  
 Title: Managing Director Phone (day): (305) 598 - 2525 ext.  
 Email: [Fish@miamibillfish.com](mailto:Fish@miamibillfish.com) Fax: (305) 598 - 2512 Phone (other): (305) 812 - 2179 ext.

**PROJECT INFORMATION**

- (11) Project Title: Yamaha Contender Miami Billfish Tournament
- (12) Starting and Ending Dates: April 2-5<sup>th</sup>, 2009 (13) Starting and Ending Times: Varies Daily
- (14) Address or Location of Project: Miami Beach Marina 300 Alton Rd. Miami Beach, FL 33139
- (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 Dorale            |
| 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: # 05 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: 4,000 Performing/Participating Total: 500  
 Children: 200 Children: 80
- (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 and HOW:** The Greater Miami Billfish Tournament is a fishing tournament, which promotes Sportfishing as both a world-class competitive sport and an enjoyable and healthy activity for the entire family, while encouraging marine conservation and education. We not only attract tourists to Miami-Dade county because of the fantastic fishing opportunities available here, but the tournament reaches out to local children through education, as well as providing an opportunity to learn about fishing through trips provided by the tournament.

The "pro-sport" status of fishing is growing, and competitors travel all over the country and outside the US to participate to earn points and win events to attract their own sponsorships. International competitors will fish this event to gain points as a leg of two separate series of tournaments. Our prize structure encourages novices, as well as the most experienced fisherman to participate. Enticing cash awards, along with trophies and prizes, encourage competitor participation. Varied divisions of amateurs, juniors, Pee Wee and ladies make it fun for people of all ages and levels of experience. The community, friends, families and tourists enjoy daily dockside festivals and parties. These festivities include waterfront game-fish weigh-ins, live local music, raffles, food & drinks specials, marine and conservation exhibitors, a beautiful parade of boats and a Baywalk Festival with local arts and crafts – making the event an attractive weekend activity. Along with our anglers, local and national corporate sponsors, volunteers and observers will also travel to attend and support the event.

**WHERE and WHEN:** All activities at the tournament are open to the public. The event attracts thousands of people throughout the weekend and starts off with a kick-off party on April 2nd offering food, exhibits and live Caribbean musical entertainment. The next three days, April 3, 4, and April 5, include the fishing competition, along with free daily dock parties and our Baywalk Arts Festival. Sunday, the final day, will continue into the evening with a silent auction open to the general public, followed by a bountiful dinner buffet, live music and awards ceremony. Various local marine conservation groups are also in attendance to provide information to the public on their efforts to preserve the resources in the area. All activities take place at the conveniently located Miami Beach Marina at 300 Alton Road in South Beach. This year, the tournament will again feature a 11,000 square foot tent, which is erected to host our festivities and awards ceremony, as well as our auctions including nearly 500 participants.

**WHY:** Our event is a worthy use of TDC funds because of the media spotlight placed on Miami, as well as the positive economic impact local business enjoy. The event promotes Miami as "the location" for great fishing, and Florida as the "Fishing Capital of the World". This is accomplished through various marketing campaigns and media outlets including local and national print advertising, which runs for four months prior to the event, along with local and national television coverage through advertising and event coverage with media partners WNBC-6, CBS-4, WQAM and WKIS 99.9FM. Various cable programs also feature the event in hour-long episodes that run nationally multiple times during the year. The tournament also executes various marketing campaigns throughout the year via direct mail, electronic marketing, printed collateral, and its popular web site.

Not only does this tournament attract participants to come during the competition itself, its publicity machine exposes anglers to Miami as a worthwhile destination all year long – whether they choose to fly in, or dock their own yacht. Our event utilizes many local businesses as vendors and books over 75 room nights with our Host Hotel, the Doubletree Grand. This fishing tournament highlights the tremendous, natural resource Miami offers as the ultimate fishing destination and therefore, an excellent tourist attraction.

**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	320,300		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	103,000	63,000	CORP. SPONSORS TEXAS DE BRAZIL, NET TO GO, BORDERS, BIG GAME FISHING JOURNAL, ADMIRAL OIL, ETC.
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL <b>Community Grant</b>	7,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<b>Auctions/Raffles</b>	123,500	9,000	CORP. SPONSORS PELAGIC, ODYSSEY, STANDARD COFFEE, CROOK & CROOK, HOOK & TACKLE, ETC.
<b>Interest</b>	5,700		
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	15,000		

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

574,500

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

72,000

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

**\$ 646,500**

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

**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:	50						15,000
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	16		7,000		7,000		
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	1		85,000		85,000		5,000
MARKETING/PUBLICITY				21,400		7,500		13,900
PRINTING				28,700		7,500		21,200
POSTAGE				4,900				4,900
IN-COUNTY TRAVEL				500				500
OUT OF COUNTY TRAVEL				2,500				2,500
EQUIPMENT RENTAL				4,000				4,000
EQUIPMENT PURCHASE				3,000				3,000
SPACE RENTAL				3,900				3,900
INSURANCE				6,300				6,300
UTILITIES				4,400				4,400
SUPPLIES/MATERIALS				44,000				44,000
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	ACCOUNTING/LICENSES/TAXES			4,900				4,900
	BANQUET/EVENT COST			36,100				36,100
	AWARDS/TROPHIES			305,000				305,000
	YOUTH FISHING DAY			1,500				1,500
	CITY SERVICES			3,000				3,000
	OTHER COSTS -- MEMBERSHIP DUES, TRAVEL EXPENSES, ETC.			8,400				8,400

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

**15,000**

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

**574,500**

= **15,000** + **559,500**

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

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

**72,000**

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

**\$ 646,500**

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

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

Agenda Item No.: H-1

**ORGANIZATION:** Mad Dog Mandich Fishing Classic, LLC.

**GRANT REQUEST:** \$5,000

**TITLE OF EVENT:** Publix Mad Dog Mandich Fishing Classic

**RECOMMENDATION:** \$5,000

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** For Profit

**DATE(S) OF EVENT:** May 1-2, 2009

**EVENT LOCATION:** Miami Beach Marina - 300 Alton

**DESCRIPTION:**

Funds are requested to support the Publix Mad Dog Mandich Fishing Classic tournament on May 1-2, 2009, at the Miami Beach Marina. The event features Miami as the capital of sportfishing, a sport that is growing in popularity world wide.

**HOTEL CONFIRMATION:**

The Alexander

**OUTSIDE MEDIA:**

WTVJ NBC 6  
Sun Sports

**PREVIOUS TDC FUNDING:**

\$5,000 (07-08)

**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):

Mad Dog Mandich Fishing Classic, LLC

Organization Address: 7400 SW 50<sup>th</sup> Terrace Suite 303

City: Miami State: FL Zip: 33155 Website: [www.maddogclassic.com](http://www.maddogclassic.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2007

(7) FEI#: 26 - 0261143 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/8/2009 Time: 3PM

(10) Name: Judy Bradley-Layne  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Managing Partner Phone (day): (305) 667 - 0399 ext.

Email: [judy@maddogclassic.com](mailto:judy@maddogclassic.com) Fax: (305) 598 - 2512 Phone (other): (305) 812 - 2179 ext.

**PROJECT INFORMATION**

(11) Project Title: Publix Mad Dog Mandich Fishing Classic

(12) Starting and Ending Dates: May 1-2, 2009 (13) Starting and Ending Times: Varies Daily

(14) Address or Location of Project: Miami Beach Marina 300 Alton Rd. Miami Beach, FL 33139

(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: # 05 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: 2,500 Performing/Participating Total: 300  
 Children: 100 Children: 40

(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 and HOW:** The Mad Dog Mandich Fishing Classic is a fishing tournament, which promotes Sportfishing as both a world-class competitive sport and an enjoyable and healthy activity for the entire family. Hosting this event is Jim "Mad Dog" Mandich, who was a member of the Miami Dolphins undefeated 1972 season and is now the color analyst for the Miami Dolphins, along with hosting his own popular sports radio talk show. Jim's appeal and popularity bring a huge media impact to the tournament. The MDMFC also helps to attract tourists to Miami-Dade county because of the fantastic fishing opportunities available here. The tournament's prize structure encourages novices, as well as the most experienced fisherman, to participate with enticing cash awards, along with trophies and prizes. Varied divisions of amateurs, juniors, Pee Wee and ladies make it fun for people of all ages and levels of experience. The community, friends, families and tourists will enjoy the free dockside festivities including waterfront game-fish weigh-ins, live local music, raffles, food & drinks specials, a beautiful parade of boats and dockside activities— making the event an attractive weekend destination. Along with our anglers, local and national corporate sponsors, volunteers will also travel to attend and support the event.

**WHERE and WHEN:** All activities at the tournament are open to the public and attract hundreds of people throughout the weekend. The event will start with a kick-off party on May 1st offering food, exhibits and live musical entertainment. The next day, Saturday May 2nd includes the fishing competition, along with a free dock party. The party will continue through the evening on Saturday with a silent auction open to the general public, followed by a dinner buffet by Texas De Brazil, live music including Kevin Hurley and Patrick McDonnell and our awards ceremony. Shake-A-Leg Miami and Coastal Conservation Association will also be in attendance to help promote and grow this worthwhile project. All activities take place at the conveniently located and highly profiled Miami Beach Marina at 300 Alton Road in South Beach, which also hosts some of the top tournaments in South Florida. Texas De Brazil will host our festivities and awards ceremony, as well as our live and silent auctions where we anticipate over 300 participants.

**WHY:** Our event is a worthy use of TDC funds because of the media spotlight and economic impact the tournament provides Miami. This accomplished because of the already solid reputation the tournament has created because of its quality, prize structure and ability to generate media exposure locally and nationally. The tournament boosts the local business revenues by promoting Miami as "the location" for great fishing, and Florida as the "Fishing Capital of the World", which is accomplished through various marketing campaigns and media outlets including local and national print advertising, which runs for months prior to the event, along with local and national television and radio coverage through advertising and event coverage with media partners such as WQAM, the Beach Channel and NBC. The tournament will also execute various local and national marketing campaigns throughout the year via direct mail, electronic marketing, printed collateral, and through our web site [www.maddogclassic.com](http://www.maddogclassic.com).

Not only will this tournament attract participants to come during the competition itself, but its publicity machine exposes participants to Miami as a worthwhile destination all year long – whether they choose to fly in, or dock their own boat. Our event will utilize many local businesses as vendors and will book several room nights with our Host Hotel. This fishing tournament highlights the tremendous, natural resource Miami offers as the ultimate fishing destination and therefore, an excellent tourist attraction.

**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>	<u>44,700</u>				<u>44,700</u>	
ARTISTIC:	NUMBER OF ARTISTS: _____						
TECHNICAL:	NUMBER OF EMPLOYEES: _____						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: _____						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: _____						
MARKETING/PUBLICITY		<u>13,400</u>		<u>8,000</u>		<u>5,400</u>	<u>3,500</u>
PRINTING		<u>5,000</u>				<u>5,000</u>	<u>5,000</u>
POSTAGE		<u>2,000</u>				<u>2,000</u>	
IN-COUNTY TRAVEL		<u>300</u>				<u>300</u>	
OUT OF COUNTY TRAVEL		<u>400</u>				<u>400</u>	
EQUIPMENT RENTAL		<u>900</u>				<u>900</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL		<u>1,000</u>				<u>1,000</u>	
INSURANCE		<u>2,000</u>				<u>2,000</u>	
UTILITIES		<u>1,100</u>				<u>1,100</u>	
SUPPLIES/MATERIALS		<u>2,200</u>				<u>2,200</u>	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							
	AWARDS/TROPHIES	<u>27,000</u>				<u>27,000</u>	<u>5,000</u>
	CONTRIBUTIONS	<u>8,000</u>				<u>8,000</u>	
	MERCHANDISE	<u>6,300</u>				<u>6,300</u>	
	EVENT/BANQUET COSTS	<u>17,200</u>				<u>17,200</u>	<u>18,625</u>

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

**8,000**

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

**131,500**

= 8,000 + 123,500

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

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

**32,125**

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

**\$ 163,625**

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	44,500		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	58,000	27,125	GRAY TAXIDERY, TEXAS DE BRAZIL, MIAMI BEACH MARINA, C.O.W, ETC.
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Auctions/Raffles	21,000	5,000	DONATED ITEMS MIAMI DOLPHINS, HOOK & TACKLE, CLEAN LIFE PRODUCTS, PELAGIC, HOOTERS, ETC.
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>8,000</b>		

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

**131,500**

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

**32,125**

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

**\$ 163,625**

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

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

Agenda Item No.: H-2

ORGANIZATION: Michael Epstein Sports Productions, Inc.

GRANT REQUEST: \$13,200

RECOMMENDATION: \$13,200

TITLE OF EVENT: Nautica South Beach Triathlon

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: For Profit

DATE(S) OF EVENT: April 5, 2009

EVENT LOCATION: Lummus Park, South Beach

DESCRIPTION:

Funds are requested to support the Nautica South Beach Triathlon, a sister event of the Nautica Malibu Triathlon. The event which includes celebrity fundraising and community components, is taking place on Sunday, April 5, 2009, at Lummus Park in South Beach. The event will be televised nationwide on Fox Sports Network, reaching approximately 80 million viewers and will also be advertised nationally in key print media.

HOTEL CONFIRMATION:

Bentley Beach Hotel - 38 rm nts  
Essex House - 99 rm nts  
Marriott South Beach - 40 rm nts

OUTSIDE MEDIA:

TV: Fox Sports Network

PREVIOUS TDC FUNDING:

\$20,000 (07-08)

OTHER GOVERNMENT FUNDING:

MBVCA - \$35,000

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):

Michael Epstein Sports Productions, Inc

Organization Address: 29395 Agoura Road Suite 102

City: Agoura Hills State: CA Zip: 91301 Website: [www.mesp.com](http://www.mesp.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit

(6) Year of Incorporation: 1994

(7) FEI#: 95 - 4480432

(8) State of Incorporation: CA

(9) Required Pre-application Consultation: Date: 01/08/09 Time: 3:00 PM – 5:00 PM

(10) Name: Desiree Friedman  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Marketing Director

Phone (day): (818) 707 - 8866 ext. 15

Email: [desiree@mesp.com](mailto:desiree@mesp.com)

Fax: (818) 707 - 8868

Phone (other): (818) 448 - 0359 ext. N/A

PROJECT INFORMATION

(11) Project Title: Nautica South Beach Triathlon

(12) Starting and Ending Dates: 04/05/09-04/05-09 (13) Starting and Ending Times: 7:00 AM-12:00 PM

(14) Address or Location of Project: Lummus Park, Miami Beach, FL

(15) Municipality in which project will take place (use codes): Primary: # 02 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: 3,500 Performing/Participating Total: 1,700

Children: 700

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

The second annual Nautica South Beach Triathlon is a sister event to the Nautica Malibu Triathlon, the premiere event in the sport of Triathlon. The event, taking place on Sunday, April 5, 2009 on South Beach will comprise celebrity, fundraising, corporate and community components. The triathlon will feature a beautiful Swim that will run parallel to world famous South Beach, starting at 5<sup>th</sup> and Ocean. The bike course will be a relatively flat course crossing over Miami Beach's famous Causeways with scenic views of the Intracoastal Waterway, downtown Miami and Miami Beach. The run will be a very fast out and back course, alongside Miami Beach's Art Deco District on Ocean Drive, finishing on the white sands of South Beach.

The marketing plan for the Nautica South Beach Triathlon will promote the event as the country's finest destination triathlon, borrowing equity from its sister event in Malibu as well as the success of the inaugural event in 2008 and will include national advertising in Men's Health Magazine the largest men's magazine in the world and Triathlete Magazine the most read endemic publication in the sport; direct mail to athletes all over the US including to lists that are owned by the event as well as lists purchased in various locations; and electronic outreach via email and the world wide web to athletes throughout the US and the world. Outreach efforts began in August, 2008 and will continue through to the event.

MESP, Inc. will work with current athletes, most of which reside in California to encourage them to participate in the Nautica South Beach Triathlon by providing unique benefits such as hotel accommodations, VIP experiences and other incentives. The event will sell out at 1,500 entries and is expected to bring more than 2,000 spectators from all over the United States. Spectators and athletes are encouraged to come early and stay after the event. The event has secured hotel bookings at a variety of Miami Beach establishments, totaling more than 400 room nights for the weekend. It is expected that approximately 40% of the athletes will be traveling from out of state, using more than 800 hotel room nights over the weekend. There will be a registration fee to participate as an athlete. The pricing structure is as follows: Individual athletes will pay \$85 before January 1, \$95 before March 1 and \$105 up to race day. Relay teams will pay \$125 before January 1, \$135 before March 1 and \$145 up to race day. All ancillary events, including the Free Fitness clinics, Saturday Beach Expo and Celebrity Award Ceremony are free to the participants and public. The Fitness Clinics are a series of 4 clinics held the Saturday before the race on the beach at the expo that teach key triathlon, fitness and nutrition techniques to attendees. The clinics are taught by celebrities including Dave Scott, 6-time Ironman Champion and experts in the field. The Beach Expo on Saturday will feature all event partners as well as myriad local organizations and companies promoting health and wellness. Celebrities that are slated to participate this year include Anna Kournikova, Sarah Burke, Sam Page and many others. Michelle Williams of Destiny's Child will be performing the National Anthem.

The project is a 6 month long media spectacle. National advertising began in December, 2008 and culminates with a 30 minute program on Fox Sports Network in May. The event is being promoted as a destination event, encouraging triathletes from around the country to head to Miami Beach to enjoy the event and the surrounding pleasures of the area. National media outlets that are anticipated to cover the event include People Magazine, US Weekly, Access Hollywood and many more. Coverage will include the fittest celebrities' at the most beautiful destination in the country. The event received 75,695,168 impressions in 2008 and similar media coverage is expected for 2009.

**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>		<u>60,000</u>		<u>0</u>	<u>60,000</u>	<u>0</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>N/A</u>		<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>34</u>		<u>67,600</u>		<u>0</u>	<u>67,600</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>N/A</u>		<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>N/A</u>		<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
MARKETING/PUBLICITY				<u>62,000</u>		<u>8,000</u>	<u>54,000</u>	<u>0</u>
PRINTING				<u>10,700</u>		<u>2,000</u>	<u>8,700</u>	<u>0</u>
POSTAGE				<u>16,000</u>		<u>3,200</u>	<u>12,800</u>	<u>0</u>
IN-COUNTY TRAVEL				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
OUT OF COUNTY TRAVEL				<u>35,000</u>		<u>0</u>	<u>35,000</u>	<u>0</u>
EQUIPMENT RENTAL				<u>33,500</u>		<u>0</u>	<u>33,500</u>	<u>0</u>
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
SPACE RENTAL				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
INSURANCE				<u>1,000</u>		<u>0</u>	<u>1,000</u>	<u>0</u>
UTILITIES				<u>0</u>		<u>0</u>	<u>0</u>	<u>0</u>
SUPPLIES/MATERIALS				<u>28,050</u>		<u>0</u>	<u>28,050</u>	<u>0</u>
<b>OTHER COSTS (ITEMIZE BELOW):</b>								
	ATHLETE FOOD			<u>15,000</u>		<u>0</u>	<u>15,000</u>	<u>0</u>
	CITY SERVICES			<u>40,500</u>		<u>0</u>	<u>40,500</u>	<u>0</u>
	<u>N/A</u>			<u>N/A</u>		<u>N/A</u>	<u>N/A</u>	<u>0</u>
	<u>N/A</u>			<u>N/A</u>		<u>N/A</u>	<u>N/A</u>	<u>0</u>
	<u>N/A</u>			<u>N/A</u>		<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
	<u>N/A</u>			<u>N/A</u>		<u>N/A</u>	<u>N/A</u>	<u>N/A</u>

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

**13,200**

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

**369,350** = **13,200** + **356,150**

(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)

**\$ 369,150**      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	118,650	0	N/A
CONTRACTED SERVICES	0	0	N/A
TUITIONS	0	0	N/A
CORPORATE SUPPORT	195,000	0	N/A
FOUNDATION SUPPORT	0	0	N/A
PRIVATE/INDIVIDUAL SUPPORT	0	0	N/A
GOVERNMENT GRANTS (Identify source)			
FEDERAL N/A	N/A	0	N/A
STATE N/A	N/A	0	N/A
LOCAL Miami Beach VCA	35,000	0	N/A
APPLICANT CASH ON HAND	0	0	N/A
OTHER REVENUES (Itemize below)			
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
<b>(48) GRANT AMOUNT REQUESTED</b> (MUST EQUAL #44 ON PAGE 7)	<b>13,200</b>		

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

**369,350**

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

**0**

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

**\$ 369,350**

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

---

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

---

Agenda Item No.: H-3

**ORGANIZATION:** Polo Life, LLC, The

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

**TITLE OF EVENT:** Polo Miami Beach World Cup V

**RECOMMENDATION:** \$6,700

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** For Profit

**DATE(S) OF EVENT:** April 30 - May 3, 2009

**EVENT LOCATION:** Collins Avenue between 20th and 22nd streets

**DESCRIPTION:**

Funds are requested to support a three day international polo tournament showcasing six international teams as they compete for the fifth annual Polo Miami Beach World Cup on April 30-May 3, 2009. The winner of the tournament will be awarded the La Martina trophy. There will be social events, which will start on April 30 in the Setai. there will be a player presentation press conference and several events at local restaurants and nightclubs on Miami Beach.

**HOTEL CONFIRMATION:**

Pending

**OUTSIDE MEDIA:**

Comast - Pending

**PREVIOUS TDC FUNDING:**

\$10,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

VCA - \$25,000

---

**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):

The Polo Life, LLC.

Organization Address: 1688 Meridian Ave #400

City: Miami Beach State: FL Zip: 33139 Website: [www.thepololife.com](http://www.thepololife.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 2005

(7) FEI#: 2049 - 11792 (8) State of Incorporation: Florida

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

(10) Name: Bruce Orosz  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Project Manager Phone (day): (305) 538 - 3809 ext.

Email: [borosz@actproductions.com](mailto:borosz@actproductions.com) Fax: (305) 538 - 3814 Phone (other): (305) 613 - 4934 ext.

**PROJECT INFORMATION**

(11) Project Title: Miami Beach Polo World Cup V

(12) Starting and Ending Dates: April 30<sup>th</sup> - May 3<sup>rd</sup> (13) Starting and Ending Times: 12pm-12am

(14) Address or Location of Project: Collins Park Beach Front (20-22 street & Collins ave) behind Setai

(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 Dorai
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: 5400 Performing/Participating Total: 60  
Children: 8% Children:

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

## 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 Polo Life, LLC was founded in August of 2006 in Miami Beach. The sport of Polo is an international well known and recognized extravaganza that the founders of the organization wanted to bring this culture and participation to South Beach over a four day period. This event is an world class Polo Tournament, which attracts world wide media, top Polo players who attend every year to compete and also a great beneficiary to all local business. This year we have another contract with Comcast that will provide a minimum of 300 (30) second promotional spots to air across over 19 various networks such as: Food, CNN, TBS, Bravo, A&E, VH-1, TNT, and Comedy all day from Monday-Sunday in the Miami-Dade county market. All spots air ASAP prior to the event on April 30<sup>th</sup>, 2009. Leverage sponsors to air on Comcast Cable Networks, 3 networks still to be finalized. Along with the coverage there are countless articles that are being printed before, during, and after promoting the event to different circuits all over the world thru media. This is not including al print media who is covering the event pre and post Polo World Cup 2009.

One of the greatest things about Miami Beach Polo is that it is open to the public at no charge. Three is however a charge for the VIP section, which is open to anybody to purchase. Some of the exclusive side events we produce include: fashion shows, promotional tents with activities, hosted parties in different restaurants/night clubs in Miami Beach. All of these events are still in development.

One of our main goals is to involve large companies from Europe and South America; they use our tournament to touch base with South Florida/American Market. With this opportunity to the city, we help open many doors to business in all different areas including: air travel, hotels, car rentals, restaurants, retail, and many more.

We intend to continue to produce and develop this great event at our very unique location in many years to come. This venue is the Miami Beach Collins Park Area, right on the sandy beach directly located behind the Setai Hotel. Due to the uniqueness of this event we do not have a direct competitor. This event is a great opportunity for all involved, especially the promotion of our cultural diversity of Miami and its beaches.

This year's event is May 1, 2<sup>nd</sup>, and 3<sup>rd</sup> 2009 on the beach in front of The Setai Hotel. Our press conference takes place on April 30<sup>th</sup> at 7pm at The Setai Hotel. We have Ancillary events every night as follows: Thursday 10pm-5am ay Louis in the Gansevoort, Friday 10pm-5am at Louis in the Gansevoort, Saturday 7pm-9pm at The Setai, Saturday 10pm-5am at SET, Sunday 6pm-9pm at Hotel Victor, and Sunday 10pm-5am at SET. There are 6 teams registered and we anticipate approximately 6,000 guests throughout the event. Our hotel partners are The Setai, The Fontainebleau, Hotel Victor, and Hotel de Soleil. Our Media Partners are MIAMI magazine, Comcast, SobeFit Magazine, Complot Magazine, Plum TV, and On Board Media.

# 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>8</u>	56,000				56,000	
ARTISTIC:	NUMBER OF ARTISTS: <u>1</u>	1,500				1,500	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>7</u>	22,000				22,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>20</u>	19,000				19,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>100+</u>	117,500		15,000		102,500	
MARKETING/PUBLICITY		28,000		10,000		18,000	
PRINTING		26,000				26,000	
POSTAGE		500				500	
IN-COUNTY TRAVEL		0				0	
OUT OF COUNTY TRAVEL		5,500				5,500	
EQUIPMENT RENTAL		87,500				87,500	
EQUIPMENT PURCHASE		4,000				4,000	
SPACE RENTAL		21,000				21,000	
INSURANCE		13,000				13,000	
UTILITIES		2,000				2,000	
SUPPLIES/MATERIALS		1,600				1,600	
<b>OTHER COSTS (ITEMIZE BELOW):</b>							

(44) GRANT AMOUNT REQUESTED \*\* 25,000  
(MUST EQUAL #48 ON PAGE 8)

(45) TOTAL CASH EXPENSES 405,100 = 25,000 + 380,100  
(MUST EQUAL #49 ON PAGE 8)

(46) TOTAL \*IN-KIND CONTRIBUTIONS 100,000  
(MUST EQUAL #50 ON PAGE 8)

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

(47) TOTAL PROJECT EXPENSES \$ 505,100 Sum of #45 Cash & #46 In-kind 0  
(MUST EQUAL #51 ON PAGE 8)

\* 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	30,000		
CONTRACTED SERVICES	0		
TUITIONS	0		
CORPORATE SUPPORT	0		
FOUNDATION SUPPORT	90,000		
PRIVATE/INDIVIDUAL SUPPORT	252,600		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>VCA Grant</u>	25,000		
APPLICANT CASH ON HAND			
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)

**397,600**

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

**100,000**

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

**\$ 497,600**

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

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

Agenda Item No.: I-1

**ORGANIZATION:** Casting for a Cause, LLC

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

**TITLE OF EVENT:** Casting for a Cause Fishing Tournament

**RECOMMENDATION:**  
WITHDRAWN

**EVENT CATEGORY:** Sports

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1st

**STATUS:** For Profit

**DATE(S) OF EVENT:** April 23 - 26, 2009

**EVENT LOCATION:**

**DESCRIPTION:**

Funds are requested to support the marketing and operational costs associated with the First Annual Casting for a Cause Fishing Tournament on April 23-26, 2009 on Biscayne Bay and other venues in the Homestead area. In addition, the event includes a Community Day in the Park and culminates with An Evening Among Champions awards ceremony.

**HOTEL CONFIRMATION:**

**OUTSIDE MEDIA:**

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

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

Agenda Item No.: J-1

**ORGANIZATION:** Miami-Dade Office of Film & Entertainment

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

**TITLE OF EVENT:** FilMiami Marketing Campaign including collateral and promotional items

**RECOMMENDATION:** \$13,500

**EVENT CATEGORY:** Government/Municipalities

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2nd

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** January 2, 2009 - September 30, 2009

**EVENT LOCATION:** Stephen P. Clark - 111 NW 1st Street

**DESCRIPTION:**

Funds are requested to support the new FilMiami marketing campaign including collateral materials and promotional items, advertising and the Reel Scout locations and client management database. This marketing campaign is aimed towards attracting both national and international producers and directors to film in Miami-Dade County, thus generating millions of dollars to the local economy, thousands of hotel room nights and high levels of exposure of Miami-Dade as a tourism destination.

**HOTEL CONFIRMATION:**

N/A

**OUTSIDE MEDIA:**

N/A

**PREVIOUS TDC FUNDING:**

\$15,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

County General Fund - \$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-Dade Office of Film & Entertainment  
Organization Address: 111 NW 1<sup>st</sup> Street, Suite 2540  
City: Miami State: FL Zip: 33128 Website: [www.filmiami.org](http://www.filmiami.org)

(4) Applicant Institution Type:  Cultural  Non-Cultural

(5) Corporate Status:  Non-Profit  For Profit (6) Year of Incorporation: 1957  
(7) FEI#: 59 - 600573 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 01/08/09 Time: 3:00 pm

(10) Name: Annie Perez  Mr.  Mrs.  Ms.  Miss  Dr.  
Title: Director, Film & Entertainment Marketing Phone (day): (305) 375 - 3227 ext.  
Email: [anniep@filmiami.org](mailto:anniep@filmiami.org) Fax: (305) 375 - 3266 Phone (other): (305) 298 - 0856 ext.

**PROJECT INFORMATION**

(11) Project Title: FilMiami Marketing Campaign including collateral & promotional items  
(12) Starting and Ending Dates: 01/02/09 – 09/30/09 (13) Starting and Ending Times: N/A  
(14) Address or Location of Project: Stephen P. Clark Building 111 NW 1<sup>st</sup> Street, suite 5240, 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: # 05 Florida State Senate District: # 40  
Florida State House District: # 107 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: N/A Performing/Participating Total: N/A  
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

Last year our office completely redesigned both our FilMiami marketing campaign and website with funding from the TDC and the results have been very successful as the new website draws approximately 3,000 visitors per month. This year, we plan to finalize the printing of the collateral materials, in specific the FilMiami tin box. This packaging we refer to as "Miami in a Box" contains the brochure, a map of Miami-Dade County, the Miami Production Guide, the Miami Post Production Guide, our black book of locations and DVD, the GMCVB's Boutique Hotel Book and other GMCVB visitor information. Essentially this package includes all of the important information that a producer/director needs to shoot in Miami-Dade County. The scope of this project also entails the production of promotional items such as baseball caps and T-shirts. These items provide a great branding opportunity for our campaign identifier FilMiami, thus promoting filming in Miami-Dade County and our website FilMiami.org. In addition, these promotional items also serve as a small token of appreciation from us to our clients for bringing their production to Miami-Dade County. Given that a large portion of our marketing dollars are utilized towards our participation and attendance at trade shows and local events such as the American Black Film Festival and the Miami International Film Festival that bring in filmmakers, we would also like to update our trade show/event graphics for our portable stand to reflect the new FilMiami logo and campaign. Other FilMiami marketing initiatives for this year that we will be undertaking in the third quarter is advertising in major guides and directories such as the Miami Production Guide and KEMPS, which is an international guide widely distributed throughout Europe. Also, in order to compete successfully and to attract productions, our office has focused on the use of technology to improve client service. A new addition to the FilMiami website is the link to Reel Scout, which is a locations database and client management program. Reel Scout houses thousands of pictures of Miami-Dade locations with contact information, live maps and weather for each location. We are able to send a potential client a location package based on their requirements within minutes via email through Reel Scout. This efficient database system has tremendously improved our inquiry/lead response time and we have been able to get production projects because of this. For our existing and potential clients, the FilMiami website link to Reel Scout offers them access to search the database and view the location pictures; however, they must still contact us for more information. Requested TDC funds would be used towards paying the database usage fee.

Last year was a big year for feature films in Miami-Dade County with films such as "Confessions of a Shopaholic" starring Isla Fisher, "I Love You Phillip Morris" starring Jim Carrey, "Chilled in Miami" starring Renee Zellweger, the big Bollywood hit "Dostana" and the blockbuster hit "Marley & Me" starring Jennifer Anniston and Owen Wilson. In addition, the USA TV show "Burn Notice" continues to achieve high ratings. Production in Miami-Dade County not only contributes millions of dollars to the local economy, but also to the tourism industry via hotel room nights and by generating a high level of free national and international exposure for Miami-Dade, which creates excitement about the destination thus increasing tourism. An example of this impact to our local economy and tourism is "Marley & Me" which spent an estimated \$987,000 in hotels, which totaled more than 30,000 room nights and an estimated \$257,000 in local restaurants and catering over the three months of their production. There is a great deal of competition from other US States and countries such as Canada who offer attractive incentives for location production. Marketing Miami-Dade's distinctive locations, services and "film friendly" attitude, is the only way that we will be able to successfully compete and increase the amount of filming which takes place here. The completion date for these marketing initiatives is June 30, 2009.

**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:	_____		_____		_____	_____
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS:	_____		_____		_____	_____
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES:	_____		_____		_____	_____
MARKETING/PUBLICITY	\$15,300		\$1,650		\$13,650	_____
PRINTING	\$21,000		\$9,450		\$11,550	_____
POSTAGE	\$2,000				\$2,000	_____
IN-COUNTY TRAVEL	_____		_____		_____	_____
OUT OF COUNTY TRAVEL	\$27,000				\$27,000	_____
EQUIPMENT RENTAL	_____		_____		_____	_____
EQUIPMENT PURCHASE	_____		_____		_____	_____
SPACE RENTAL	_____		_____		_____	_____
INSURANCE	_____		_____		_____	_____
UTILITIES	_____		_____		_____	_____
SUPPLIES/MATERIALS	_____		_____		_____	_____
<b>OTHER COSTS (ITEMIZE BELOW):</b>						
REEL SCOUT LOCATIONS DATABASE	\$4,800		\$2,400		\$2,400	_____
ENTERTAINMENT EXPENSES	\$3,000				\$3,000	_____
MEMBERSHIPS	\$1,500				\$1,500	_____
PUBLICATIONS	\$400				\$400	_____
_____	_____		_____		_____	_____
_____	_____		_____		_____	_____

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

**\$13,500**

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

**\$75,000** = **\$13,500** + **\$61,500**

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

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

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

**\$75,000**      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		
CONTRACTED SERVICES	0		
TUITIONS	0		
CORPORATE SUPPORT	20,000	10,000	99 JAMZ WEDR
FOUNDATION SUPPORT	0		
PRIVATE/INDIVIDUAL SUPPORT	29,500	10,000	South Beach Entertainment
GOVERNMENT GRANTS – (IDENTIFY SOURCE)			
FEDERAL			
STATE			
LOCAL	Community Grants	10,000 pending	
APPLICANT CASH ON HAND	18,000		
OTHER REVENUES (ITEMIZE BELOW):			
Vendor Fees	4,000		
<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>96,500</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>*\$116,500</b>		<b>*Sum of #49 Cash &amp; #50 In-kind</b>

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

Agenda Item No.: D-3

**ORGANIZATION:** Inffinito Art & Cultural Foundation, Inc.

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

**TITLE OF EVENT:** 13th Brazilian Film Festival of Miami

**RECOMMENDATION:** \$10,000

**EVENT CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1st

**STATUS:** Non-Profit

**DATE(S) OF EVENT:** June 5 - 13, 2009

**EVENT LOCATION:** Colony Theater, MB Cinematheque and The Fillmore Theater

**DESCRIPTION:**

Funds are requested to support the 13th Annual Brazilian Film Festival of Miami, from June 5 - 13, 2009. The festival is part of Inffinito Art & Cultural Foundation's circuit calendar and is a market meeting point for business and communication platform for audiovisual professionals from Brazil and the United States. The event also publicizes Miami-Dade County as a sophisticated destination with excellent cultural and artistic tourist attractions.

**HOTEL CONFIRMATION:**

Catalina Hotel - 200 room nights  
Hilton Surfcomber Hotel - 400 room nights

**OUTSIDE MEDIA:**

Comcast  
Globo International TV

**PREVIOUS TDC FUNDING:**

\$10,000 (07-08); \$10,000 (06-07); \$15,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

**OTHER GOVERNMENT FUNDING:**

FEST - \$25,000  
EMBRATUR/ Brazil Min. Tourism - \$100,000  
MINC/ FNC Brazil - \$60,000

**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):

Infinito Art & Cultural Foundation Inc

Organization Address: 6830 Indian Creek Drive #6F

City: Miami Beach State: FL Zip: 33141 Website: [brazilianfilmfestival.com](http://brazilianfilmfestival.com)

(4) Applicant Institution Type:  Cultural  Non-Cultural

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

(7) FEI#: 65 - 1032606 (8) State of Incorporation: FL

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

(10) Name: Viviane B. Spinelli  Mr.  Mrs.  Ms.  Miss  Dr.

Title: Director and Founder Phone (day): (305) 600 - 3347 ext.

Email: [viviane@inffinito.com](mailto:viviane@inffinito.com) Fax: (785) 999 - 6515 Phone (other): (305) 216 - 9259 ext.

**PROJECT INFORMATION**

(11) Project Title: 13<sup>th</sup> Brazilian Film Festival of Miami

(12) Starting and Ending Dates: June 5<sup>th</sup> to 13<sup>th</sup>, 2009 (13) Starting and Ending Times: 5:00pm to 11:00pm

(14) Address or Location of Project: Colony Theater, MB Cinematheque and The Fillmore Theater

(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: # 35

Florida State House District: # 106 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: 15,300 Performing/Participating Total: 300

Children:

Children:

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