



MIAMI-DADE COUNTY FINAL OFFICIAL MINUTES Tourist Development Council

Board of County Commissioners

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

August 18, 2009
As Advertised

Harvey Ruvlin, 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
AUGUST 18, 2009**

The Tourist Development Council (TDC) convened on the 18th floor in Conference Room 18-4 in the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 3:00 p.m. on August 18, 2009. There being present Chairman José "Pépe" Diaz and members, Mr. Stuart Blumberg, Mr. William Perry III, Ms. Olga Ramudo, City of Miami Beach Mayor Mattie Herrera Bower, Mr. Juan Carlos Palacios, and Mr. Rex Oleson (City of Miami Commissioner Michelle Spence-Jones, and Ms. Carmen Corvois-Roig were absent).

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

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

Chairman Diaz called the meeting to order at 3:20 p.m. He noted that today's meeting was scheduled due to a lack of a quorum at the (7/21) Tourist Development Council (TDC) meeting. Chairman Diaz asked the Council members to state their names for the record.

Responding to Chairman Diaz' request, Mr. Stuart Blumberg introduced Mr. Rex Oleson, President of the Redlands Hotel as a new member of the TDC.

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 (COI) policy also applied if any member of a TDC Board members' immediate family fell into those categories.

Chairman Diaz asked Assistant County Attorney Stephen Stieglitz to review the COI policies and to meet with him to discuss proposed revisions. He expressed concern as an elected official he had COI with several entities which would prevent the Council from meeting the quorum requirements.

III. Items for Approval

A. Minutes of the June 2, 2009, and July 21, 2009 Meeting

It was moved by Mr. Stuart Blumberg that the June 2, 2009 and July 21, 2009 TDC minutes be approved. This motion was seconded by Mr. William Perry III, and upon being put to a vote, the vote passed by a unanimous vote of those members present.

B. Third Funding Period's Deferred Applicants

	Recommended Funding
1. Greater Miami Convention and Visitors Bureau, Inc.	\$25,000
2. Miami Overseas Chinese Association, Inc.	\$10,000
3. Miami-Dade Sports Commission, Inc	\$ 8,000

Mr. Spring noted for the record, that Chairman Diaz had a Conflict of Interest (COI) and would need to abstain from voting on the third funding period's deferred applicants under Agenda Items III.B1; III.B2; and III.B3. He also noted the foregoing items could be voted on as a group.

It was moved by Mr. Stuart Blumberg that the Council approve the Third Funding Period's Deferred Applicant recommendations by the TDC Subcommittee for each of the foregoing applicants. This motion was seconded by Ms. Olga Ramudo, upon being put to a vote, the vote passed 6-0. (Chairman Diaz abstained from voting; City of Miami Commissioner Michelle Spence-Jones and Ms. Carmen Corvois-Roig were absent.)

C. FY2009-2010 TDC Guidelines

Mr. Spring noted that some adjustments were made for the FY2009-10 TDC Guidelines as directed by the Council. He advised Council members that the language in the guidelines was amended as it pertains to the use of the County's logo by organizations funded by the Council and that the TDC Grant monies used to fund administrative costs were limited to 25%.

It was moved by Mr. Stuart Blumberg to approve the FY2009-2010 TDC Guidelines. This motion was seconded by Mr. Juan Carlos Palacios, and upon being put to a vote, the vote passed 6-0. (City of Miami Commissioner Michelle Spence-Jones and Ms. Carmen Corvois-Roig were absent.)

IV. Reports and Discussion Items

A. Updated Budget/Financial Position and Funding Recommendations for FY2008-09 Fourth Funding Period

Mr. Spring noted that the Tourist Development Council (TDC) budget for the Fiscal Year (FY) 2008-09 started with a total of \$1,138,452, which was more than expected from recaptured funds from unused grants in the prior years.

Mr. Spring noted that initially 21 applications requested a total of \$351,000; however, one applicant withdrew the application. He stated that ten of the 21 applications were new, and seven were for projects previously funded by TDC. Mr. Spring further noted that four applicants completed the five year cycle and were on-going.

Mr. Spring noted TDC Subcommittee recommended that 20 organizations receive funding for a total of \$158,500. He also noted approximately \$13,252 was available in reserves that could be used to make adjustments to the recommended awards.

It was moved by Mr. Stuart Blumberg that the TDC Council support the Cultural Affairs Council, the new Arts Council, and the newly formed Taskforce as part of the funding mechanism that funds the Cultural Affairs groups. This motion was seconded by Chairman Diaz, and upon being put to a vote, the vote passed by those members present. (City of Miami Commissioner Michelle Spence-Jones and Ms. Carmen Corvois-Roig were absent).

Later in the meeting, Mr. William Talbert pointed out that the Miami Dade Sports Commission (MDSC) \$500,000 budget was recommended for reduction in the Mayor's proposed budget. He noted sports played an important role in the industry and attracted a large number of tourists to Miami Dade County. Mr. Talbert asked the TDC to vote in support of efforts to fund the MDSC in the future.

Chairman Diaz noted he had a COI with the MDSC and would not participate in the discussion.

It was moved by Mr. Perry Williams III that the TDC Council support the MDSC through its funding mechanisms considering the Mayor's proposed budget cut. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed by those members present. (City of Miami Commissioner Michelle Spence-Jones and Ms. Carmen Corvois-Roig were absent).

Mr. Stuart Blumberg noted as one of the founders of the MDSC, he was fully aware of the organization's accomplishments in terms of generating hotel rooms, use of the Convention Center, and publicity. He expressed concern regarding the previous motion to support the Cultural Affairs Council (CAC); that the CAC was a part of the County rather than an outside entity and could attract other applicants already funded by the County.

In response to Mr. Blumberg's inquiry regarding TDC's involvement with organizations funded by the County other than the Department of Cultural Affairs, Mr. Spring noted he needed to review this issue, but the programs within the purview of the TDC or Cultural Affairs groups were largely Arts and Cultural Programs. He also noted that the previous motion would cover approximately 70% of the applications and the remaining 30% included sports events applications, which could be covered under this new resolution. Mr. Spring pointed out that organizations with film, television, and entertainment activities applied for TDC grants. He advised the Council members that the Mayor's proposed budget recommended a budget cut for the Office of Film and Entertainment (OFE), which would reduce their staff. Mr. Spring noted the TDC awarded grants that covered 90% of the applications.

Discussion ensued regarding the impact of losing the sports events and whether to include both the OFE and the MDSC in the new resolution.

It was moved by Mr. Perry Williams III that his previous motion be amended to provide that the TDC Council consider providing funding support for the Miami-Dade Sports Commission and the Office of Film considering the Mayor's proposed budget cut. This motion was seconded by

City of Miami Beach Mayor Mattie Herrera Bower, passed by those members present. (City of Miami Commissioner Michelle Spence-Jones and Ms. Carmen Corvois-Roig were absent).

B. Program and Policy Considerations for FY 2009-2010

Chairman Diaz requested the TDC staff to revise the projected numbers for the next fiscal year. He noted that he wanted to ensure there was an adequate projected sum and it was based on the current status discussed by the TDC.

C. Recap of Adopted TDC Criteria for Grants Evaluation

Chairman Diaz noted this item was covered in the discussion under Agenda Item B. Program and Policy Considerations for FY2009-2010.

D. Overview of TDC Board Terms

Mr. Spring noted that at the end of this calendar year, the terms of the following Council members would expire: City of Miami Commissioner Michelle Spence-Jones, Mr. Stuart Blumberg, Mr. Juan Carlos Palacios, and Mr. William Perry III. He also noted the nomination process began and the nominating committee would be meeting in order to fill those vacancies by the end of this calendar year.

E. Miami-Dade County Financial Disclosure Forms

Mr. Spring reminded the Council members to submit their financial disclosure form and the deadline was July 1, 2009.

V. Citizen's Presentation

VI. Grant applications and Recommendations – Fourth Funding Period

Chairman Diaz asked whether there were applicants that did not have an opportunity to make a presentation.

C. 4. Teatro Avante, Inc.

Recommended Funding

\$10,000

Mr. Mario Ernesto Sanchez, representing Teatro Avante, Inc., expressed appreciation for the TDC Councils' support and noted the XXIV International Hispanic Theatre Festival would be receiving a 4th international award in October 2009 by the Festival International Colleagues in Spain. He requested that the recommended grant of \$10,000 be increased.

It was moved by Mr. Stuart Blumberg that the Council members approve the following (FY) 2009-10 Fourth Quarter Funding recommendations of \$10,000. This motion was seconded by Ms. Olga Ramudo, and upon being put to vote, passed 6-0. (City of Miami Commissioner Michelle Spence-Jones and Ms. Carmen Corvois-Roig were absent)

V.I. Grant Applications and Recommendations – Fourth Funding Period

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

Agenda Item No.	Organization Name	Final Recommendation
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VI.A-1	Fairchild Tropical Botanic Garden, Inc	\$16,000
VI.A-2	Miami Design Preservation League, Inc	\$14,500
VI.A-3	Miami Hispanic Ballet Corporation	\$ 7,000
VI.A-4	Museum of Contemporary Art, Inc	\$13,500

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

VI.B-1	American International Relief, Inc.	\$0
VI.B-2	For the Love of You, Inc.	\$ 2,000
VI.B-3	Fiends of the Bass Museum Inc.	\$ 7,500
VI.B-4	L'Alliance Francaise in Miami & Fort Lauderdale, Inc.	\$ 2,500
VI.B-5	MARS Community Development Corporation	\$ 5,000
VI.B-6	Miami Beach Arts Trust, Inc.	\$ 3,500
VI.B-7	Miami-Dade Beacon Council, Inc. The	\$ 5,000
VI.B-8	Mystery Park Arts Company, Inc. dba SoBe Music Institute	\$ 3,500
VI.B-9	Walenstein Musical Organization	\$ 3,500

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

VI.C-1	Coral Gables Congregational Church	\$ 5,000
VI.C-2	Galata, Inc.	\$ 2,500
VI.C-3	Jewish Museum of Florida, Inc.	\$ 7,000
VI.C-4	Teatro Avante, Inc.	\$10,000

D. Sports (Non-Profit) – Continuing

VI.D-1	Miami Northwest Express track an Field Club, Inc.	\$ 8,000
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Non-Agenda Item:

Upon concluding its consideration of today's (8/18) TDC Agenda at 3:40 p.m., the following Non-Agenda matter was discussed by the members of the TDC:

Assistant County Attorney Stephen Stieglitz concurred with Chairman Diaz as he announced the discussion would be regarding the attendance of the Council members and all other individuals had the option to leave the meeting at that time.

Chairman Diaz stressed the importance of attending the TDC meetings and having a quorum present in order to move forward with the items. He noted the need to address the issue regarding the continuous consecutive absences of Council members. Chairman Diaz suggested that the terms for attendance be similar to that of elected officials, which removed the member from office after three (3) unexcused consecutive absences. He asked Mr. Spring and staff to contact those TDC members regarding their interest in being a member of the TDC Council.

Discussion ensued regarding the need to lock in four (4) calendar dates within the year to conduct the TDC meetings on non committee meeting weeks and that no more than two (2) absences should be acceptable.

Discussion further ensued regarding the issue of absent TDC members.

Mr. Michael Spring noted he would contact the TDC Council members that were absent regarding this issue.

Mr. Perry expressed concern regarding the County budget and asked how the TDC Council could solidify their efforts in continuing to support the entities that the Mayor's proposal were recommended to cut.

Responding to Mr. Perry, Chairman Diaz suggested that Council members speak to individual Commissioners and each Commissioner would be submitting a budget with the information they received. Chairman Diaz spoke of the disappointing results he received from national expert economists who evaluated the County budget. He noted the County budget was difficult to understand.

Mr. Michael Spring noted the recommended budget cut for the Cultural Arts Department would total more than \$11 million, which included eliminating 10 staff members.

Chairman Diaz pointed out that the County's deficit totaled \$426 million. He noted for the record, that the budget deficit would increase 40% next year. Chairman Diaz noted the Council members needed to consider the position of the TDC Council in terms of planning how to replenish the Arts and services that were important to the community. He noted the impact of the budget cuts would affect the number of County employees.

Discussion ensued regarding the various ways that the City of Miami had taken action in an attempt to make some budget cuts.

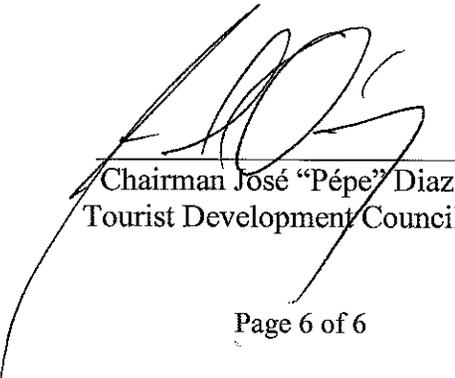
Chairman Diaz spoke of the hardships that individuals would experience during this time of making budget cuts nationwide.

Discussion ensued regarding several public meetings that individual County Commissioners have been holding countywide.

Chairman Diaz noted individual Commissioners would make an effort to support the items they believed in. He noted in terms of businesses and jobs, the impact would be countywide.

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 4:03 p.m.



Chairman José "Pépe" Díaz,
Tourist Development Council

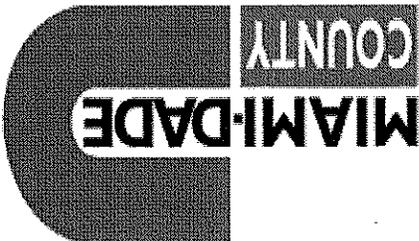


Tourist Development Council
August 18, 2009

Prepared by: Karen Harrison

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	8/18/2009	1	TDC Approved Clerk Summary Minutes pgs 1-6
2	8/18/2009	2	TDC Agenda 2 pages
3	8/18/2009	3	Guidelines and Application Form
4	8/18/2009	4	Memo Budget recommendations for 4 th Funding Period/M. Spring 3 pages
5	8/18/2009	5	Memo Proposed Program and Policy Recommendations/ M. Spring 2 pgs
6	8/18/2009	6	Memo Recap of Atdopted TDC Criteria for Grants Evaluation/ M. Spring
7	8/18/2009	7	Memo: Overview of TDC Board Terms/M. Spring
8	8/18/2009	8	Affiliation Chart
9	8/18/2009	9	TDC Fourth Funding Period Application Summary Worksheet
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Tourist Development Council

Panel Meeting

August 18, 2009

Stephen P. Clark Center

111 NW First Street

18th Floor, Conference Room 18-4

Miami, Florida

AGENDA

I. Additions, Deletions, Withdrawals

II. Conflict of Interest

III. Items for Approval

A. Minutes of the June 2, 2009 Meeting

B. Third Funding Period's Deferred Applicants

1. Greater Miami Convention and Visitors Bureau, Inc. *International POW WOW Miami 2009* \$25,000

2. Miami Overseas Chinese Association, Inc. *Miami Hong Kong Dragon Boat Festival* \$10,000

3. Miami-Dade Sports Commission, Inc. *2009 USA Junior Olympic Volleyball Championships - Girls* \$8,000

C. FY2009-2010 TDC Guidelines

IV. Reports and Discussion Items

A. Updated Budget / Financial Position and Funding Recommendations for FY2008-09 Fourth Funding Period

B. Program and Policy Considerations for FY 2009-2010

C. Recap of Adopted TDC Criteria for Grants Evaluation

D. Overview of TDC Board Terms

E. Miami-Dade County Financial Disclosure Forms

V. Citizens' Presentations

MIAMI-DADE COUNTY
DEPARTMENT OF CULTURAL AFFAIRS



Tourist Development Council

**FY 2009-2010 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM
GUIDELINES AND APPLICATION FORM**

	<i>1ST QUARTER FALL PROJECTS</i>	<i>2ND QUARTER WINTER PROJECTS</i>	<i>3RD QUARTER SPRING PROJECTS</i>	<i>4TH QUARTER SUMMER PROJECTS</i>
GRANTS WRITING WORKSHOP	THURSDAY JULY 23, 2009 3 – 5PM	THURSDAY OCTOBER 1, 2009 3 – 5PM	THURSDAY JANUARY 7, 2010 3 – 5PM	TUESDAY MARCH 18, 2010 3 – 5PM
<u>APPLICATION DEADLINE</u>	<u>THURSDAY AUGUST 6, 2009 4PM</u>	<u>THURSDAY OCTOBER 15, 2009 4PM</u>	<u>THURSDAY JANUARY 21, 2010 4PM</u>	<u>THURSDAY APRIL 1, 2010 4PM</u>
FUNDS PROJECTS WITH ACTIVITY DATES BEGINNING	OCTOBER 1, 2009 – DECEMBER 31, 2009	JANUARY 1, 2010 – MARCH 31, 2010	APRIL 1, 2010 – JUNE 30, 2010	JULY 1, 2010 – SEPTEMBER 30, 2010
PANEL MEETING	TBD	TBD	TBD	TBD

PLEASE READ ALL MATERIALS CAREFULLY

THE TOURIST DEVELOPMENT COUNCIL AND/OR THE DEPARTMENT OF CULTURAL AFFAIRS RESERVE THE RIGHT TO REVISE INFORMATION PUBLISHED IN THESE GUIDELINES AND APPLICATION FORM.

A CONSULTATION WITH DEPARTMENT STAFF OR ATTENDANCE AT ONE OF THE TDC WORKSHOPS IS REQUIRED. THERE ARE NO EXCEPTIONS TO THIS REQUIREMENT.

PLEASE CALL 305-375-4634 TO R.S.V.P. FOR A WORKSHOP OR TO SCHEDULE A CONSULTATION NO LESS THAN 14 BUSINESS DAYS PRIOR TO THE APPLICATION DEADLINE.

Submit completed application packages and all required copies by 4PM on the deadline date to:

Ms. Nikenna Smart-Benjamin, Program Administrator
Tourist Development Council Grants Program
Miami-Dade County Department of Cultural Affairs
111 NW 1st Street, Suite 625
Miami, Florida 33128

**GUIDELINES AND APPLICATIONS ARE AVAILABLE ON AUDIO
CASSETTE OR IN LARGE PRINT UPON REQUEST**

- ◆ For general information or assistance, call the Miami-Dade County Department of Cultural Affairs at 305-375-4634
- ◆ Para asistencia en español, llame a nuestra oficina, (305) 375-4634.
- ◆ Pou plis enfòmasyon sil vou ple rele biwo nou nan numewo, (305) 375-4634.
- ◆ Pour informations supplémentaires, contactez notre bureau au (305) 375-4634.
- ◆ Persons who are hearing impaired may request an interpreter for the required consultation and/or panel meeting by giving seven (7) work days written notice prior to the scheduled meeting date to:

Miami-Dade County Department of Cultural Affairs
111 NW 1st Street, Suite 625
Miami, Florida 33128
TDD: 1-800-955-8770

PROGRAM OBJECTIVE

The Miami-Dade County Department of Cultural Affairs is pleased to announce the FY 2009-2010 funding cycle of the Miami-Dade County Tourist Development Council (TDC) Grants Program. Through this program, the TDC provides support to promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist-related activities) and television origination projects. Applicants not meeting these criteria should consider applications to other Department programs. Activities must take place within the County's fiscal year, October 1, 2009 - September 30, 2010. The TDC will provide priority attention to grant requests for activities and events that serve as major tourism generators in the "shoulder season," the fourth quarter of the year (July - September, 2010). The TDC, a nine member volunteer advisory board established by Florida Statute, meets as a panel four times annually to review and make funding recommendations to the Miami-Dade County Mayor and Board of County Commissioners with the idea of developing and enhancing the image of Miami-Dade County locally, nationally and internationally.

NOTE: TDC grants are made on a **REIMBURSEMENT BASIS**. As a condition of contract, grantees are required to submit, within ninety (90) days of the event, documentation conclusively demonstrating the expenditure of funds for grant award expenses as indicated in the grant contract by way of copies of invoices and cancelled checks (front and back).

ELIGIBILITY

To be eligible to apply, an organization must:

- ◆ attend a TDC workshop or have a pre-proposal consultation;
- ◆ be legally incorporated as a NOT-FOR-PROFIT corporation, with a designated tax-exempt status under section 501(c)(3) of the United States Internal Revenue Code, a unit of local GOVERNMENT/MUNICIPALITY, with a designated Federal Employment Identification number. Proof of incorporation (entire document with State stamp) and/or IRS tax-exempt designation is required at the time of application. Applications from not-for-profit organizations designated tax exempt under other subsections of 501(c) will be reviewed on a case-by-case basis. Individuals and unincorporated groups may apply for program grants under the fiscal agency sponsorship of an eligible not-for-profit, tax-exempt organization for no more than three (3) funding cycles. In such cases, the application must be submitted by the sponsoring organization. (Priority will be given to Miami-Dade County-based organizations); or
- ◆ be a FOR-PROFIT CORPORATION with a designated Federal Employment Identification number. Proof of incorporation (entire document with State stamp) and/or IRS designation is required at the time of application. FOR-PROFIT projects must have less than a three-year track record in Miami-Dade County. Funding for these FOR-PROFIT activities and projects only shall be considered when such funding may be instrumental in attracting large-scale annual events to establish Miami-Dade County as their permanent location and/or in providing incentive funding to encourage FOR-PROFIT organizations to choose Miami-Dade County as the location for major, one-time tourism-attracting activities or projects;

- ◆ present the project for which funding is being sought in Miami-Dade County for the benefit of Miami-Dade County tourists and residents;
- ◆ have both a strong tourism and cultural component
- ◆ ensure that projects be open and accessible to Miami-Dade County tourists and residents
- ◆ utilize hotels located within the boundaries of Miami-Dade County as their "event hotels;"
- ◆ be fiscally and managerially solvent;
- ◆ be in compliance with grant agreement requirements of any previous grants provided through the Tourist Development Council or other Miami-Dade County funding sources, including timely submission of all reports.

Limited funding will be considered for national and international conventions/seminars that have a major public event involving an artistic, entertainment, sports or media component as a significant part of the project's activities.

The TDC typically does not accept applications under fiscal agency sponsorships. Consideration will be made on a case-by-case basis for unincorporated organizations or Individuals applying for TDC funding under the fiscal agency sponsorship of an eligible organization. An application submitted by a fiscal agent requires that the sponsoring organization meet all eligibility and grant compliance requirements as outlined in the guidelines. An organization applying as fiscal agent for an individual or another organization may apply again during the fiscal year for its own project.

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

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

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

Note: Organizations may only apply once in a program-funding year (October 1 - September 30) with the exception of colleges, universities and units of governments. These groups are eligible to apply twice in a fiscal year as long as a different department, school or division within the college, university or government is the sponsor of the event. Multiple organizations may not apply for the same project.

CATEGORIES

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

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

FUNDING REQUEST CAPS

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

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

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

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

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

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

In an effort to maintain meaningful levels of support through the TDC program, non-profit organizations that received a grant award of \$5,000 or less last year are exempt from the multi-year reduction formula and will be reviewed annually based on the project's effectiveness in meeting program review criteria.

MATCHING FUNDS

All applicants must meet the program's \$1:\$1 grant match in cash or a combination of cash and in-kind contributions. Funding in one fiscal year does not guarantee multi-year funding.

The **Tourist Development Grants Program shall not be considered the sole source of funding** for the proposed project. Applicants should thoroughly explore other funding sources prior to seeking support from this program. Government Agencies/Municipalities producing tourist-oriented activities should explore and secure financial support from their local government and/or municipality in addition to applying to the TDC for funding consideration. Miami Beach-based events/projects are strongly encouraged to explore financial support from the Miami Beach Visitor and Convention Authority (VCA) and/or the Miami Beach Cultural Arts Council (CAC) in addition to applying for the TDC for funding consideration. For more information, please call (305) 673-7050 or visit the website, www.miamibeachvca.com.

EVALUATION CRITERIA

- 1) Tourism Impact/Marketing Plan as determined by:
 - program content
 - projected attendance figures
 - tourism industry support including hotels, airlines, etc.
 - comprehensive marketing strategies
 - media coverage as evidenced by ads in travel publications or other outside publications/electronic media
 - hotel room nights
 - television coverage and viewership from a major network or cable provider
 - capability to serve as major tourism generators in the fourth quarter, "shoulder season" (i.e. July – September)
- 2) Quality/Track Record as determined by:
 - support material (reviews, articles, catalogues, etc.)
 - reputation of the event
 - reputation of organization and its programs and services
 - history of organization and the event
 - nature and scope of the organization's program
 - impact and involvement of Miami-Dade's multicultural community in the program
 - event's ability to attract high caliber and high profile artists/participants
 - programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County in regard to publicity and visitorship
- 3) Event Coordination/Management as determined by:
 - brief resumes of key administrative staff
 - project description and implementation
 - feasibility of organizational structure in carrying out the event
 - geographic location of program and project
 - effective evaluation methods
 - past events
- 4) Fiscal Feasibility/Accountability as determined by:
 - financial stability of the organization
 - broad base of financial support
 - previous administration of Council grants
 - capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services
 - timely submission of final reports for applicants who have received previous TDC funding
- 5) Efforts to comply with and incorporate the Americans with Disabilities Act (ADA) into projects including:
 - efforts to market to persons with disabilities including use of logos or language
 - organizational compliance assessment of facilities used for programs
 - efforts to identify and/or incorporate artists with disabilities in projects
 - staff hiring practices, board member and volunteer recruitment of persons with disabilities to work with the organization/project
 - use of available technology such as hearing assistance systems, audio description, etc., to assist with program accessibility
 - involvement of other community or governmental agencies such as Very Special Arts, The Hope Center, etc., who work with persons with disabilities in program planning or outreach programs

The TDC can reject applications that do not satisfactorily meet eligibility or evaluation criteria or refer such applications to Department of Cultural Affairs grants programs to which the project may be better suited for funding consideration.

RECOMMENDED GRANT EXPENDITURE CATEGORIES

- ✓ Marketing and public relations
- ✓ Production costs related to proposed project or event
- ✓ Artistic, technical salary support and/or consultant fees related to the proposed project or event
- ✓ Publications directly related to the proposed project
- ✓ Honoraria

GRANT USE RESTRICTIONS

- × Remuneration of County employees for any services rendered as part of a project receiving a grant from the Tourist Development Council
- × More than 25% of grant request for administrative salaries and must be related directly to the management of the TDC funded project
- × "Bricks and mortar" or permanent equipment for the proposed project, unless the purchase price is less than the cost of rental (with prior approval by Department of Cultural Affairs staff)
- × Debt reduction
- × Social/Fundraising events
- × Hotel and/or lodging expenses
- × Out of County travel or transportation
- × Hospitality costs, including food, decorations, catering services, or affiliate personnel (with the exception of artists), etc.
- × Cash prizes
- × Charitable contributions
- × Events not open to the public
- × Expenses incurred prior to quarter activity dates (with exception for marketing expenses)
- × Programs that do not wholly or substantially take place within Miami-Dade County

DEADLINES

Guidelines are available throughout the year upon request, or by download from www.miamidadearts.org

Applications must be received in the quarter corresponding to the dates of the proposed activity. Council staff reserves the right to defer the review of applications to future panel meetings. Your original application and all required copies and support documents **must be received in the Department's office no later than 4:00 PM on the deadline date.** Postmark dates or applications submitted by fax or e-mail are not acceptable. Program quarterly deadlines are:

QUARTER	PROJECT ACTIVITIES OCCUR BETWEEN	APPLICATION DEADLINE
1ST QUARTER - FALL PROJECTS	OCTOBER 1, 2009 – DECEMBER 31, 2009	August 6, 2009, 4:00 PM
2ND QUARTER - WINTER PROJECTS	JANUARY 1, 2010– MARCH 31, 2010	October 15, 2009, 4:00 PM
3RD QUARTER - SPRING PROJECTS	APRIL 1, 2010– JUNE 30, 2010	January 21, 2010, 4:00 PM
4TH QUARTER - SUMMER PROJECTS	JULY 1, 2010 – SEPTEMBER 30, 2010	April 1, 2010, 4:00 PM

APPLICATION INSTRUCTIONS

A CONSULTATION WITH DEPARTMENT STAFF OR ATTENDANCE AT ONE OF THE TDC WORKSHOPS IS REQUIRED. THERE ARE NO EXCEPTIONS TO THIS REQUIREMENT.

PLEASE CALL 305-375-4634 TO R.S.V.P. FOR A WORKSHOP OR TO SCHEDULE A CONSULTATION NO LESS THAN 14 BUSINESS DAYS PRIOR TO THE APPLICATION DEADLINE.

Department of Cultural Affairs grant applications are available in Microsoft Word format on our website (www.miamidadearts.org) and are available upon request via email (culture@miamidade.gov) or on a flash drive. Applicants must make arrangements with grants program administrators and supply their own flash drive(s). **Application formats may not be altered or manipulated in any way.**

BY THE APPLICATION DEADLINE

Submit the **ONE (1) SIGNED ORIGINAL COMPLETED APPLICATION FORM**

The following should be attached to the ORIGINAL:

- Copy of Articles of Incorporation
- Copy of IRS letter of tax-exempt status **OR** Copy of IRS letter documenting FEI# for For-profit organization
- Tourist Development Council Grants Program (TDC) Final or Interim Report (for previous TDC grantees only)
- Completed Miami-Dade County Lobbyist Registration Affidavit (included with application form)
- Organization's **DETAILED PROJECT** budget for FY 2009-2010 (attachment, please label)
- One page organizational history (attachment, please label)
- Letters of commitment from Media and Hotel/Motels Sponsors
- NO MORE THAN THREE** (3) support documents, maximum size 8½" x 11" and/or letters of recommendation, programs, articles, etc.
- One page list of FY 2008-2009 (completed) programs, and a one page list of proposed programs and locations for FY 2009-2010 (current), (attachment, please label)
- Brief resumes of project director and principal staff (attachment, please label)
- Names and addresses of board members and Officers. *Please identify any members of your board who are Miami-Dade County government employees* (attachment, please label)
- Copy of Sponsorship Package (attachment, please label)
- Returning organizations must include a copy of the Final Report for FY 2008-2009 Tourist Development Council Grants Program award (*form only, no cancelled checks*). This report is required of Tourist Development Council Grant Program grantees within 45 days of project completion as a condition of contract.

IF APPLYING THROUGH A FISCAL AGENT (AN ELIGIBLE ORGANIZATION) MUST ALSO INCLUDE:

- Completed Fiscal Agent Agreement Form (attachment)
- Fiscal Agent: Copies of Articles of Incorporation
- Fiscal Agent: Names and addresses of board members and Officers. *Please identify any members of your board who are Miami-Dade County government employees*
- Fiscal Agent: One page organizational history
- Fiscal Agent: Organization budget for the current and last completed fiscal year

NOTE: The Fiscal Agent becomes the legal applicant of record, redistributes the funds to the intended recipient, and is entirely responsible for all published requirements of the grants program. These include contracts, revised budgets, fiscal records and reports.

Late or substantially incomplete applications will not be provided to the TDC Board for consideration for funding.

APPLICATION CORRECTION DEADLINE:

- CORRECTED** or **ADDITIONAL** information for the **ORIGINAL** application
- ONE (1) full/complete copy** of the **CORRECTED** application package (attachments included)
- ONE (1)** set of pages 1, 3, 7 and 8

TO SATISFY THE PROGRAM'S TECHNICAL REQUIREMENTS:

- ✓ **DO** SUBMIT AN APPLICATION IN A TYPE SIZE NO SMALLER THAN 12 POINT. **NO HANDWRITTEN APPLICATIONS.**
- ✓ **DO** LIST AS THE CONTACT PERSON/GRANTWRITER AN INDIVIDUAL WHO IS KNOWLEDGEABLE ABOUT THE PROJECT, ORGANIZATION AND BUDGET AND WHO CAN BE REACHED DURING OFFICE HOURS (MON-FRI: 9:00 AM - 5:00 PM).
- ✓ **DO** ANSWER ALL QUESTIONS COMPLETELY. IF A QUESTION DOES NOT APPLY TO YOUR ORGANIZATION, MARK "N/A" OR "NOT APPLICABLE." DO NOT LEAVE ANY QUESTIONS BLANK.
- ✓ **DO** CLIP ALL PAGES AND SUPPORT MATERIAL TOGETHER AT THE UPPER LEFT HAND CORNER.
- ✓ **DO** SUBMIT A COMPLETE AND SELF-SUFFICIENT APPLICATION AND SUPPORT DOCUMENTS.
- ✓ **DO** MAKE CERTAIN YOUR COMPLETE SUBMISSION IS **RECEIVED AT THE DEPARTMENT OF CULTURAL AFFAIRS' OFFICE NO LATER THAN 4PM ON THE DEADLINE DATE.** **POSTMARKED APPLICATIONS ARE NOT ACCEPTABLE.**
- ✓ **DO** KEEP A COPY OF THE COMPLETED APPLICATION FOR YOUR RECORDS.
- × **DON'T** TRANSMIT YOUR APPLICATION BY FAX OR E-MAIL.
- × **DON'T** SUBSTITUTE APPLICATION WITH A SELF CREATED, COMPUTER GENERATED OR SCANNED FORM.
- × **DON'T** USE COVER PAGES, COVER LETTERS, OR DIVIDER PAGES.
- × **DON'T** BIND IN NOTEBOOKS.

ORAL PRESENTATIONS

Applicants may choose to, or be asked to address the Tourist Development Council. In accordance with Section 2-11.1(s) of the Code of Miami-Dade County, the Lobbyists Registration for Oral Presentation Affidavit, attached to the application form, must be completed, notarized and included with your application. The term "lobbyist" specifically includes the principal, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. **Individuals substituted for or added to the presentation team after submittal of the proposal and filing by staff, MUST register with the Miami-Dade County Clerk of the Board (Form BCCFORM2DOC) and pay all applicable fees.**

APPLICATION REVIEW PROCESS

SUBMISSION AND REVIEW

- ◆ Upon submission, Department staff will review applications for technical eligibility and provide comments/suggestions to aid the applicant in improving the content and quality of the application. An application checklist will be sent via e-mail, fax, and/or mail to applicants indicating recommended corrections and the corrections deadline date. Panel meeting specifics such as date confirmation, time and location will be provided to applicants in the application speaker registration.

Applicants are solely responsible for the content of their application packages. The application submission review conducted by Department staff is provided as a courtesy, technical assistance service and in no way guarantees that an application will be recommended for funding by the grants review panel. Department staff will not review applications again after the corrections deadline, nor will staff make corrections on behalf of applicants. The application sets that are received in the office by the corrections deadline will be considered the applicant's final submission and sent for panel review.

SUBCOMMITTEE REVIEW

- ◆ Applications are reviewed and evaluated by a subcommittee of Tourist Development Council (TDC) board to make initial recommendations for applicants.

PANEL REVIEW AND RECOMMENDATION

- ◆ Applications are reviewed and evaluated by the full TDC and funding recommendations are determined. **Applicants will be notified of recommended award by electronic mail immediately following Tourist Development Council action.** The Council's decision is considered final and may not be appealed. A list of the TDC members is available upon request.

GRANT AGREEMENT

- ◆ Grant agreement packages (contracts) and other required documents and instructions are emailed and/or mailed to grantees. These documents must be properly completed before the grant award recommendation can be processed.

APPROVAL PROCESS

- ◆ Grant recommendations are forwarded to the Recreation, Culture & Tourism Committee and to the Miami-Dade County Mayor and Board of County Commissioners for final approval.
- ◆ Upon approval by the Mayor and Board, properly completed grant agreements are submitted to the Office of the County Attorney and the Clerk of the Board for review and execution.

AWARD NOTIFICATION AND PAYMENT

- ◆ **Applicants will be notified of award by e-mail and/or mail following the Council's decision.** The grant award package will include grant agreements (contracts), other required documents and instructions for proper completion. These documents must be properly completed before the grant award recommendation can be processed. Upon receipt of the grant agreement, grantees may begin to submit invoices and canceled checks (front and back) under the terms of the grant agreement budget. **Invoices and canceled checks must correspond to the budget detail as outlined in the application and grant agreement.**
- ◆ Once cancelled checks and invoices have been received and approved, a check request, accompanied by a copy of the executed grant agreement, and the W-9 form, is submitted to the Finance Department for issuance of a check. The grant award check is executed and mailed directly from the Miami-Dade County Finance Department to the grantee at the legal address on file with Finance Department. **It is imperative that grantees make every effort to notify staff of any address changes during this process.** Grantees may not request pickup of checks.

NOTE: THE APPROXIMATE TIMELINE FROM DATE OF APPLICATION TO RECEIPT OF CHECK BY SUCCESSFUL APPLICANTS IS FOUR MONTHS. DUE TO THE STRICT CONSTRAINTS ACCOMPANYING EACH STEP OF THIS REVIEW PROCESS, IT IS CRITICAL THAT THE APPLICANT ADHERE TO ALL DEADLINES. FAILURE TO COMPLY WITH DEADLINES AND/OR INCORRECT EXECUTION OF CONTRACTS OR OTHER PAPERWORK WILL RESULT IN A DELAY OF PAYMENT OR CANCELLATION OF FUNDING.

GRANT COMPLIANCE REQUIREMENTS

A Final Report is required within forty-five (45) days of the project completion date. Universal Final Report forms are available on the Department website at www.miamidadearts.org.

Funded activities must take place within the County's fiscal year for which they are approved (October 1 - September 30). All funding recommendations are contingent upon approval of the Tourist Development Council's FY2009-2010 budget by the Miami-Dade County Mayor and Board of County Commissioners, and are subject to the availability of funds. **FY2009-2010 grant awards will be available for release during the County's fiscal year, October 1, 2009 - September 30, 2010. Grant awards will not be released until all final reports for previous years' funding from all Department programs are received.**

Grant funds not encumbered (contracted for) by the end of the County's fiscal year in which they were awarded, or for which a project extension has not been approved, shall revert to the Department of Cultural Affairs on September 30, 2010.

All funded activities must provide equal access and equal opportunity in employment and services, and may not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation or physical ability, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

The Grantee must include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media, event programs, and publications: ***"With the support of the Miami-Dade County Tourist Development Council, the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners."*** The grantee must also use the County's logo in marketing and publicity materials whenever possible. Please call the Department to request an electronic logo file or download it from our website (www.miamidadearts.org).

Non-use of the County's logo is a contractual violation and may result in loss of future funding support. Given the timing of events and application review, applicants may want to consider utilizing these acknowledgement materials in advance; however, advance use of these materials will not affect panel deliberations regarding the funding merits of the project/event.

Grantees are required to recognize and acknowledge Miami-Dade County's grant support in a manner commensurate with all contributors and sponsors of its activities at comparable dollar levels.

Miami-Dade County provides equal access and equal opportunity in employment and services and does not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation or physical ability, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

The Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and our residents and visitors who are their audiences. Through staff, board and programmatic resources, the Department and the Council promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, the National Endowment for the Arts, the State of Florida through the Florida Department of State, Division of Cultural Affairs and the Florida Arts Council, The Children's Trust and the John S. and James L. Knight Foundation. Other support and services are provided by Ticketmaster for the Culture Shock Miami program, the Miami-Dade County Communications Department, the Greater Miami Convention and Visitors Bureau, the South Florida Cultural Consortium and the Tourist Development Council.

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MEMORANDUM

Date: August 18, 2009

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

From: Michael Spring, Director
Department of Cultural Affairs 

Subject: Budget Recommendations for
FY 2008-2009 Fourth Funding Period

FY2008-2009 Available Budget

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

After careful review of department files, staff was able to determine that nine (9) FY2006-2007 and three (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., *4th Annual South Florida Dragon Festival* - \$6,300; 5) City of Homestead, Parks and Recreation Department, *4th 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; and 14) Viernes Culturales, Inc., *Viernes Culturales* - \$15,000. These recaptured funds increased the total budget for FY2008-2009 to \$1,138,452.

4th Funding Period Overview

There are twenty-one (21) applications requesting a total of \$351,000 for the fourth quarter funding period. All 21 applications are from nonprofit organizations.

Ten (10) of these 21 organizations represent New and/or First-time projects to the Tourist Development Council; seven (7) are Continuing projects; and four (4) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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



MEMORANDUM

Date: August 18, 2009

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

From: Michael Spring, Director
Department of Cultural Affairs 

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4th Funding Period Overview

There are twenty-one (21) applications requesting a total of \$351,000 for the fourth quarter funding period. All 21 applications are from nonprofit organizations.

Ten (10) of these 21 organizations represent New and/or First-time projects to the Tourist Development Council; seven (7) are Continuing projects; and four (4) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

Recommended Allocation for this Funding Period

A total of \$158,500 has been recommended for 20 organizations by the TDC Subcommittee for this fourth funding period. After careful consideration, one (1) organization withdrew its application. The remaining balance for the program as appropriated at the beginning of the year is \$13,252.

<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	130,682		56,508	29,700	216,890 ²⁶	
Fourth Funding Period	151,452			4,048	158,500 ²⁰	
Reserve	100,000					
Set-Aside Grants	116,400					
Shoulder Season Fund	50,000					13,252
TOTAL	\$1,138,452	\$ 116,400	100,000	33,748	\$1,125,200¹²²	\$ 13,252

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

Supplements

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

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

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY2008-2009					\$1,138,452
Total Allocation for First Funding Period					\$487,010
Total Allocation for Second Funding Period					\$262,800
Total Allocation for Third Funding Period					\$216,890
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 50,500 (4)	\$ 26,000 (3)	N/A	N/A	\$ 76,500 (7)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 24,500 (4)	N/A	N/A	N/A	\$ 24,500 (4)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 57,500 (9)	N/A	N/A	N/A	\$ 57,500 (9)
Total Recommended for Fourth Funding Period (# of requests)	\$ 132,500 (17)	\$ 26,000 (3)	N/A	N/A	\$ 158,500 (20)
Shoulder Season Fund					\$ 13,252

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

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

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY2008-2009					\$1,138,452
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Continuing Projects - Funding Formula Amounts (# of requests)	\$ 50,500 (4)	\$ 26,000 (3)	N/A	N/A	\$ 76,500 (7)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 24,500 (4)	N/A	N/A	N/A	\$ 24,500 (4)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 57,500 (9)	N/A	N/A	N/A	\$ 57,500 (9)
Total Recommended for Fourth Funding Period (# of requests)	\$ 132,500 (17)	\$ 26,000 (3)	N/A	N/A	\$ 158,500 (20)
Shoulder Season Fund					\$ 13,252

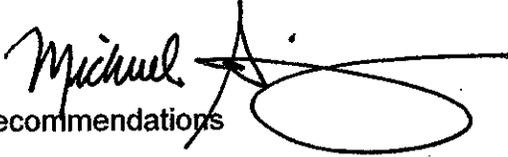
Attachments: Application Summary Worksheet
Individual Application Description Sheets (with Application Form Excerpts)



MEMORANDUM

Date: August 18, 2009

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

From: Michael Spring, Director
Department of Cultural Affairs 

Subject: Proposed Program and Policy Recommendations
For FY2009-2010

Draft FY2009-2010 TDC Guidelines

Please find attached a draft of the FY2009-2010 Tourist Development Council guidelines. Given their effectiveness in evaluating proposals for TDC funding support, the guidelines do not have any substantial changes for the coming year; however, based on policy issues raised this year by TDC members, staff proposes that the TDC consider the proposed guidelines and policy recommendations listed below:

We are proposing the following clarifications and revisions to the TDC's guidelines for FY2009-2010:

- Non-use of the County's logo is a contractual violation and may result in loss of future funding support. Given the timing of events and application review, applicants may want to consider utilizing these acknowledgement materials in advance; however, advance use of these materials will not affect panel deliberations regarding the funding merits of the project/event.
- No more than 25% of grant request can be allocated for administrative salaries and must be related directly to the management of the TDC-funded project.

Excused Attendance Policy

In an effort to continue to adhere to the attendance policy set for the Tourist Development Council, staff is recommending that councilors submit in writing, via email or fax, prior to the scheduled meeting date, a request for excused absence from the meeting. This communication can be very informal and may include a general reason for the absence (e.g., health, out-of-town, unavoidable meeting conflict, etc.). This effort would keep us true to the intent of Ordinance 78-28, which calls for the removal of members if one should fail to attend three (3) consecutive meetings of the council without due cause.

Multi-year Funding Supplement

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

FY2009-2010 \$1,050,000

Proposed Targeted/Set-aside Grants for FY2009-2010

This memorandum is being provided as a preview of the Targeted/Set-aside TDC grants for FY2009-2010. The organizations listed below have received annual TDC support in recognition of the importance of maintaining reliable funding for key tourism-related projects that have significant benefits for the destination. Together, the total of these investments remains at approximately 10% of the TDC's annual budget.

Miami Beach Visitor Information Center	\$ 20,000
Tourist Hospitality Center/ Centro Hospitalidad Turistico	\$ 20,000
Inter-American Conference of Mayors	\$ 14,400
M. Athalie Range Cultural Arts Foundation	\$ 15,000
Coral Gables Cultural Calendar & County-wide Tourism Cultural Activities	\$ 12,000
Tropical Everglades Visitor Association	\$ 20,000
Miami-Dade County Days, Inc.	\$ 15,000
	<hr/>
	\$116,400

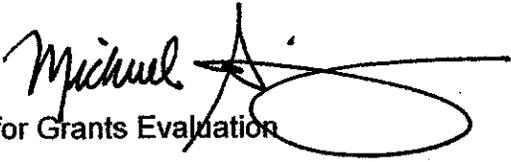
Please call Nikenna Benjamin or Michael Spring at (305) 375-5092 if you have any questions about these recommendations that you would like addressed before our upcoming TDC meeting and/or if there are any additional issues about the draft guidelines and the TDC's work that you would like to address at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



MEMORANDUM

Date: August 18, 2009

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

From: Michael Spring, Director
Department of Cultural Affairs 

Subject: Recap of Adopted TDC Criteria for Grants Evaluation

The Tourist Development Council (TDC) is a nine member volunteer advisory board. Each member is appointed by the Miami-Dade County Commission, with the goal of encouraging, developing and promoting Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist-related activities) and television origination projects. The following criteria are listed and should be followed when evaluating applications:

- 1) Tourism Impact/Marketing Plan as determined by:
 - program content
 - projected attendance figures
 - tourism industry support including hotels, airlines, etc.
 - comprehensive marketing strategies
 - media coverage as evidenced by ads in travel publications or other outside publications/electronic media
 - hotel room nights
 - television coverage and viewership from a major network or cable provider
 - capability to serve as major tourism generators in the fourth quarter, "shoulder season" (i.e. July – September)
- 2) Quality/Track Record as determined by:
 - support material (reviews, articles, catalogues, etc.)
 - reputation of the event
 - reputation of organization and its programs and services
 - history of organization and the event
 - nature and scope of the organization's program
 - impact and involvement of Miami-Dade's multicultural community in the program
 - event's ability to attract high caliber and high profile artists/participants
 - programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County in regard to publicity and visitorship
- 3) Event Coordination/Management as determined by:
 - project description and implementation
 - feasibility of organizational structure in carrying out the event
 - geographic location of program and project
 - effective evaluation methods
 - past events
- 4) Fiscal Feasibility/Accountability as determined by:
 - financial stability of the organization
 - broad base of financial support
 - previous administration of Council grants
 - capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services



Date: August 18, 2009

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

From: Michael Spring, Director
Department of Cultural Affairs

Subject: Overview of TDC Board Terms

A handwritten signature in black ink, appearing to read "Michael Spring", with a large, stylized flourish extending to the right.

The mission of the Miami-Dade County Tourist Development Council (TDC) is to develop and promote Miami-Dade County's appeal as a tourist destination, primarily by supporting tourism-related activities and programs. To accomplish this mission, the TDC invests its resources in tourist-oriented: cultural and special events such as visual and performing arts, including theater, concerts, operas, dance, festivals, art exhibitions and recitals; sports events; broadcast and electronic media origination projects; and other tourist-related activities.

Pursuant to the State Statute and County Ordinance, the composition of the TDC must be comprised of nine (9) members with the following qualifications:

- One (1) member: the Chair of the County Commission or a member of the County Commission designated by the Chair;
- Two (2) members: elected municipal officials, at least one of whom shall be from the most populous municipality in the County (i.e., the City of Miami);
- Three (3) members: owners or operators of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax; and
- Three (3) members: persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tax.

The TDC's board members are appointed via group appointment by the Miami-Dade County Board of County Commissioners for a period of four years, usually staggered terms. The attached chart lists each board member and their appointed term. As of December 31, 2009, the following four (4) members' terms are due to expire: Honorable Michelle Spence-Jones, Commissioner, City of Miami; Stuart Blumberg, President/CEO, Greater Miami & The Beaches Hotel Association; Juan Carlos Palacios, General Manager, Hilton Hotel Corporation – Embassy Suites Hotel Miami; and William Perry, Partner/Owner, World Wide Concessions.

The TDC's nominations process will be initiated to ensure that candidates are appointed in time to address these expired terms.



Miami-Dade County Tourist Development Council

MEMBERS	AFFILIATION	TITLE	Term
Elected Municipal Officials			
Honorable Matti Herrera Bower	City of Miami Beach Mayor	Mayor	01/08 – 11/10
Commissioner Michelle Spence Jones*	City of Miami Commissioner	Commissioner	07/08 – 12/09
Owners/Operators of Hotels or other Tourist Accommodations			
Stuart L. Blumberg*	Greater Miami & The Beaches Hotel Association	President/CEO	12/05 – 12/09
Juan C. Palacios*	Hilton Hotel Corporation – Embassy Suites Hotel Miami	General Manager	06/08 – 12/09
Rex R. Oleson	Redland Hotel	President/CEO	01/08 – 01/10
Involved in Tourist Industry			
Carmen Corvos-Roig	Costa Cruise Line, NV	Director of Strategic Alliances Key Accounts	01/08 – 11/10
William Perry*	World Wide Concessions	Partner/Owner	12/05 – 12/09
Olga Ramudo	Express Travel of Miami, Inc.	President/CEO	02/08 – 02/10
Chairperson			
Commissioner Jose "Pepe" Diaz	Miami-Dade County Commissioner	Commissioner	02/07 - 02/11

* Term expires on December 31, 2009

FY 2008-2009 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting - August 18, 2009
 Fourth Funding Period

Special Events/Promotions
 Nonprofit Organizations (3Q Deferred Applicants)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
III. B-1	Greater Miami Convention and Visitors Bureau, Inc.	25,000	International POW WOW Miami 2009	05/16/09 to 05/20/09	25,000	First Time / 1st	N/A	N/A	N/A	0	D	
III. B-2	Miami Overseas Chinese Association, Inc.	10,000	Miami Hong Kong Dragon Boat Festival	04/25/09 to 04/26/09	25,000	Continuing / 5th	15,000	6,500	0.6	15,000	R	
III. B-3	Miami-Dade Sports Commission, Inc.	8,000	2009 USA Junior Olympic Volleyball Championships - Girls	06/23/09 to 07/05/09	25,000	Continuing / 3rd	12,000	10,000	0.8	17,000	R	
Subtotals:		43,000			76,000					32,000		0

*D = Direct R = Reimbursement

Special Events/Promotions
 Nonprofit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. A-1	Fairchild Tropical Botanic Garden, Inc.	16,000	17th Annual International Mango Festival	07/11/09 to 07/12/09	16,000	Continuing / 3rd	18,000	20,000	0.8	0	R	
VI. A-2	Miami Design Preservation League, Inc.	14,000	Art Deco Weekend 2009	01/16/09 to 01/18/09	20,000	Continuing / 4th	20,000	20,000	0.7	6,000	R	
VI. A-3	Miami Hispanic Ballet Corporation	7,000	XVI International Ballet Festival of Miami	08/28/09 to 09/13/09	25,000	Continuing / 4th	15,000	10,000	0.7	18,000	R	
VI. A-4	Museum of Contemporary Art, Inc.	13,500	Convention	06/01/09 to 09/30/09	25,000	Continuing / 2nd	15,000	15,000	0.9	11,500	R	
Subtotals:		50,500			86,000					35,500		0

*D = Direct R = Reimbursement

Non-Profit Organizations (First Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. B-1	American International Relief, Inc.	WITHDREW	Special USA Independence Day Celebration	04/03/09 to 04/05/09	15,000	First Time / 1st	N/A	N/A	N/A	15,000	R	
VI. B-2	For the Love of You, Inc.	2,000	Community Cultural Enrichment: Style-A-Child Event	08/02/09 to 08/02/09	5,000	First Time / 1st	N/A	N/A	N/A	3,000	R	
VI. B-3	Friends of the Bass Museum, Inc.	7,500	Cool Jazz: Hot Summer Nights at the Bass	07/18/09 to 08/22/09	15,000	First Time / 1st	N/A	N/A	N/A	7,500	R	
VI. B-4	L'Alliance Francaise in Miami and Fort Lauderdale, Inc.	2,500	Make Music Miami	06/21/09 to 06/21/09	5,000	First Time / 1st	N/A	N/A	N/A	2,500	R	
VI. B-5	MARS Community Development Corporation	5,000	2nd Annual Legends Ball	08/29/09 to 08/29/09	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI. B-6	Miami Beach Arts Trust, Inc.	3,500	MiamiArtzine.com	07/01/09 to 09/30/09	5,000	First Time / 1st	N/A	N/A	N/A	1,500	R	
VI. B-7	Miami-Dade Beacon Council	5,000	Arts and Business Initiative: Cultural Exchange with Italy's Biblioteca Ambrosiana	06/01/09 to 09/30/09	25,000	First Time / 1st	N/A	N/A	N/A	20,000	R	
VI. B-8	Mystery Park Arts Company, Inc. dba SoBe Music Institute	3,500	Summer Multi-Media Interdisciplinary Cabaret	07/03/09 to 09/11/09	5,000	First Time / 1st	N/A	N/A	N/A	1,500	R	
VI. B-9	Walenslein Musical Organization	3,500	A Romantic Evening with Tchaikovsky - Part III	09/10/09 to 09/10/09	15,000	First Time / 1st	N/A	N/A	N/A	11,500	R	
Subtotals:		32,500			106,000					72,500		0

*D = Direct R = Reimbursement

Non-Profit Organizations (Ongoing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. C-1	Coral Gables Congregational Church	5,000	CGCC 2009 Summer Concert Series and Young Musicians' Summer Master Classes	06/04/09 to 08/28/09	15,000	Ongoing / 1st	5,000	5,000	N/A	10,000	R	
VI. C-2	Galata, Inc.	2,500	One People, One Community Multi-Cultural S	05/02/09 to 05/02/09	15,000	Ongoing / 1st	2,500	2,500	N/A	12,500	R	
VI. C-3	Jewish Museum of Florida, Inc.	7,000	Judy Chicago: Jewish Identity and the Multica	09/08/09 to 02/07/10	15,000	Ongoing / 1st	7,000	7,000	N/A	8,000	R	
VI. C-4	Teatro Avante, Inc.	10,000	XXIV International Hispanic Theatre Festival	07/08/09 to 07/26/09	25,000	Ongoing / 1st	20,000	10,000	N/A	15,000	R	
Subtotals:		24,500			70,000					45,500		0

*D = Direct R = Reimbursement

Non-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. D-1	Miami Northwest Express Track and Field Club, Inc.	8,000	34th Annual Northwest Track and Field Class	06/12/09 to 06/14/09	15,000	Continuing / 5th	15,000	7,000	0.6	7,000	R	
Subtotals:		8,000			15,000					7,000		0

*D = Direct R = Reimbursement

Beginning Balance for FY 2008-2009: 1,044,364
Recaptured Funds: 94,088
Total Available for FY 2008-2009: 1,138,452

Beginning Balance for 4th Funding Quarter: 151,462
Shoulder Season Fund 13,252
Total in the Reserve Fund: 0
Remaining Balance for the Program: 13,262
Total number of Applications: 21
Grant request grand total: 351,000
Request to recommendation grand total: 192,500
Subcommittee Recommendation Grand Total: 158,500
Final Panel Recommendation Grand Total: 0

