



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

November 17, 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
NOVEMBER 17, 2009**

The Tourist Development Council (TDC) convened on the 10th floor in Conference in the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 8:00 a.m. on November 17, 2009. There being present Chairman José "Pépe" Diaz and members, Mr. William Perry III, Ms. Olga Ramudo, Mr. Juan Carlos Palacios, Mr. Rex Oleson; and City of Miami Beach Mayor Mattie Herrera Bower was late. (Mr. Stuart Blumberg, 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.

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

Chairman Diaz called the meeting to order at 8:16 a.m. He asked the Council members to state their names for the record.

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 whether his membership on the Super Bowl Committee was considered a conflict of interest.

Assistant County Attorney Stephen Stieglitz agreed with Mr. Spring that since Chairman Diaz' position on the Super Bowl Committee was not a directorship, it was not considered a conflict of interest.

Mr. Spring further noted the Chairman's position on the Super Bowl Committee was not formally a constituted Board of Directors for a for-profit or non-profit organization.

City of Miami Beach Mayor Mattie Herrera Bower noted she had a conflict of interest with Agenda Item F1: City of Miami Beach, Department of Tourism and Cultural Development and would abstain from voting on this item.

III. Items for Approval

A. Minutes of the August 18, 2009 Meeting

It was moved by Ms. Olga Ramudo that the August 18, 2009 TDC minutes be approved. This motion was seconded by Mr. William Perry III, and upon being put to a vote, passed unanimously by those members present.

B. FY2009-2010 Annual Targeted/Set-Aside Grants

Mr. Spring provided an update of the Fiscal Year (FY) 2009-2010 renewal of targeted and set-aside grants. He noted that the TDC staff worked with the organizations to ensure they continued to meet the same benchmarks of performance as last year. Mr. Spring noted the benchmarks were considered essential to tourism and the TDC staff did not want to subject the applicants to an annual reduction formula. He also noted the grants were kept at the maximum 10 percent of the annual TDC Budget; the same as last year.

It was moved by Ms. Olga Ramudo that the Council approve the FY2009-2010 Renewal of Targeted/Set-Aside Grants. This motion was seconded by Mr. William Perry III, and upon being put to a vote, passed by a vote of 6-0. (Mr. Stuart Blumberg, 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 FY2009-10 First Funding Period

Mr. Michael Spring provided a brief update and advised Tourist Development Council (TDC) members that they were beginning the fiscal year with a budget of \$1.71 million, which included money from the hotel/motel food and beverage surtax. He noted the budget also included an increase of \$25,000 from the Greater Miami Convention Visitor's Bureau pursuant to a multi year agreement with TDC. Additionally, Mr. Spring noted the recent decreased level of tourism did not impact this agreement.

Mr. Spring noted due to the conservative process of awarding grants, unused money was carried over from the last fiscal year. He indicated that a total of \$21,000 was contributed to the \$1.71 million FY 2009-10 Budget, adding that the \$1.71 million was allocated into four quarters of the fiscal year.

Mr. Spring stated that in the first quarter of the funding period, TDC received 26 applications requesting a total of \$502,000. He noted 23 of those applications were from non profit organizations and three were for-profit organizations. He also noted five applications were new projects, 19 were for continuing projects, and two applicants completed the five year cycle and were on-going.

Based on the review of the applications, the TDC staff and Subcommittee recommended awarding a total of \$285,600 to 26 organizations, in addition to the total of \$121,400 that was approved in today's (11/17) meeting for the FY2009-2010 Annual Targeted/Set-Aside Grants, noted Mr. Spring. He also noted the remaining balance for the year was approximately \$664,000, which included a total of \$100,000 in reserve funds and \$50,000 shoulder season fund that could be used at the Council's discretion.

Mr. William Talbert noted, for the record, that this year's budget for the Greater Miami Convention Visitor's Bureau (GMCVB) was significantly lower; however, GMCVB was committed to supporting the TDC because those events were important to our community.

Chairman Diaz expressed his appreciation for the GMCVB for their continued support. He also congratulated City of Miami Beach Mayor Mattie Bower for her successful election.

V. Citizens' Presentations

Mr. Michael Spring requested TDC members to review the applications and to listen to brief statements from representatives of those organizations present today.

VI. Grant Applications and Recommendations – First Funding Period

G. Sports (Non-Profit) – First Time

VI.-G1. Florida International University (FIU) Board of Trustees, for the benefit of Women Basketball	Final Recommendation
	\$4,000

Ms. Janelle Marzouka, Director of Operations, representing the FIU Thanksgiving Tournament and FIU Sun & Fun Classic 2009 event, appeared before the Council and spoke on the upcoming events and activities. She noted the basketball tournaments would be held on November 27th and 29th, 2009 and in December they would be hosting 16 teams a week.

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

VI.-A1. Actor's Playhouse Productions, Inc.	Final Recommendation
	\$18,000

Ms. Barbara Stein, representing the Actor's Playhouse Productions, noted the organization recently installed and purchased some theatre equipment to make additional theatre space available for upcoming events. She spoke of the organization's partnership with the Greater of Miami Chambers of Commerce on a project featuring the diversity of the community and providing an opportunity to conduct fundraising programs. Ms. Stein identified other artists who partnered with the organization and expressed appreciation to the Council members for their support. She requested that the funding recommendation be increased to \$20,000.

**VI.-A3. Center for Emerging Art, Inc. Final Recommendation
\$5,000**

Ms. Ava Rado, representing the Center for Emerging Art, noted this was the fourth annual Music Map of the World event. She mentioned artists and the Ritz Carlton Hotel on South Beach that recently partnered with them to work on the Music Map of the World event. Ms. Rado thanked the Council members for their support and requested that the funding recommendation be increased to \$9,000.

**VI.-A4. Community AIDS Resource, Inc. dba Care Resource Final Recommendation
\$22,500**

Mr. Christopher Donahue, representing the Community AIDS Resource, spoke about the upcoming 25th Anniversary of the White Party Week event. He noted the marketing efforts made by the organization and thanked the Council members for their support.

**VI.-A13. Miami City Ballet, Inc. Final Recommendation
\$13,500**

Mr. Mark Cole, representing the Miami City Ballet, expressed his appreciation to the Council for its support. He pointed out that last year the New York Times and a Chicago newspaper did a press release featuring the organization and invited them to a return performance next year. Mr. Cole also spoke of the organization's invitations to perform internationally.

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

**VI.-B-2. Mystery Park Arts Company, Inc.
dba SoBe Music Institute Final Recommendation
\$7,500**

Ms. Anne Marie Tristan, representing the Mystery Park Arts Company, spoke about the organization's current events. She noted that funding went towards marketing efforts to publicize the performances as an innovative, fun and artistic event. She also noted this would engage the public's attention and raise production values, in addition to generating the interest of the media for their grand opening. Ms. Tristan expressed appreciation to the TDC Council for its support.

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

**VI.-C1. In Tune Partners, LLC Final Recommendation
\$10,000**

Mr. Marc Dickstein, representing the Miami Music Festival, sponsored by In Tune Partners, LLC, noted the success of the event. He noted the organization invited 200 artists to perform in the Miami Downtown area. Mr. Dickstein further noted the three-day event received nationwide and multi-cultural participation. He also noted the organization had negotiated with Rolling Stone Magazine and the publicity featured through the internet required them to hire a Director of Public Relations.

In response to Chairman Diaz' inquiry regarding the number of stages, Mr. Dickstein noted the event would require 30 stages to be located in the Miami Downtown area

Mr. Michael Spring noted this event was modeled after a music festival held in Houston, Texas, called "Southwest, Southwest".

Discussion ensued regarding the music festival and the number of contracted hotel rooms, which totaled over 1,100.

**VI.-C2. Lumana Global Corporation Final Recommendation
\$5,000**

Mr. David Brown, representing Lumana Global Corporation, noted the success of the First Annual Downtown Miami Riverwalk Festival and Boat Parade, which featured 23 vendors and 30 door prizes. He also noted the organization expanded this year to include 13 more vendors and would showcase this multi cultural event at no cost at the new Riverwalk on November 21, 2009, at 10:00 a.m. Mr. Brown spoke of the seven participating restaurants that would provide complementary tasting. He noted the support for this event was based on sponsorship and this was a not-for-profit organization.

**VI.-E1. City of Sunny Isles Beach Final Recommendation
\$15,000**

Ms. Ibis Romero, representing the City of Sunny Isles Beach, thanked the TDC Council for its support of the Sunny Isles Beach Jazz Festival. She noted the success of last year's festival included 1,000 people in attendance.

F. Special Events/Promotions (Government) – Ongoing

**VI.-F1. City of Miami Beach, Department of Tourism and Cultural Development Final Recommendation
\$7,500**

Mr. Gary Farmer, representing the City of Miami Beach, Department of Tourism and Cultural Development (CMBDTCD), noted the Sleepless Night 2009 event had 30,000 attendees more than expected and they wanted to make this an annual event. He expressed his appreciation for the TDC's support.

It was moved by Mr. William Perry III that the Council members approve the FY 2009-10 First Funding Period recommendations of \$7,500 for Agenda Item F1, CMBDTCD. This motion was seconded by Mr. Rex Oleson, and upon being put to vote, passed by a vote of 5-0. (Mr. Stuart Blumberg, City of Miami Commissioner Michelle Spence-Jones, and Ms. Carmen Corvois-Roig

were absent and City of Miami Beach Mayor Mattie Herrera Bower abstained due to conflict of interest).

H. Sports (Non-Profit) – Continuing

**VI.-H1. South Florida Super Bowl Host Committee, Inc. Final Recommendation
\$25,000**

Mr. Mike Zimmer, representing the South Florida Super Bowl Host Committee, presented the upcoming events and thanked the TDC Council for its continued support.

I. Targeted/Set-asides

**VI.-I2. M. Athalie Range Cultural Arts Foundation, Inc. Final Recommendation
\$20,000**

Mr. Eric Knowles, representing the M. Athalie Range Cultural Arts Foundation, noted its 15-year history of bringing culture to the community and providing scholarships for children in the African American community with an interest in the performing arts. He spoke of the artists and the Alvin Ailey Program that partnered in this project. Mr. Knowles asked that TDC continue to support these events.

**VI.-I5. Miami-Dade County Days, Inc. Final Recommendation
\$15,000**

Mr. Monty Trainer, Chairman of Miami-Dade County Days, thanked the TDC Council members for supporting the organization during its 21 years of serving 3,000 people each year at the event in Tallahassee, Florida.

VI.I Grant Applications and Recommendations – First Funding Period

It was moved by City of Miami Beach Mayor Mattie Herrera Bower that the Council members approve the following FY 2009-10 First Funding Period recommendations. This motion was seconded by Mr. William Perry III, and upon being put to vote, passed by a vote of 6-0. (Mr. Stuart Blumberg, City of Miami Commissioner Michelle Spence-Jones, and Ms. Carmen Corvois-Roig were absent.)

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

Agenda Item No	Organization Name	Final Recommendation
VI.A-2.	Bayfront Park Management Trust Company	\$18,000
VI.A-5.	Cultural Council Inc., The	\$ 5,000
VI.A-6.	Dave and Mary Alper Jewish Community Center	\$12,000
VI.A-7.	Edge Zones, Inc.	\$ 7,500
VI.A-8.	Exponica International, Inc.	\$12,000
VI.A-9.	Florida Dance Association, Inc.	\$18,000
VI.A-10.	Florida International University Board of Trustees, for the benefit of Frost Art Museum	\$ 4,350

VI.A-11.	IsraFest Foundation, Inc.	\$ 6,750
VI.A-12.	Miami Carnival, Inc.	\$ 9,000
VI.A-14.	Miami Short Film Festival, Inc.	\$ 6,000
VI.A-15.	Museum of Contemporary Art, Inc. (MoCA)	\$12,000
VI.A-16.	Tigertail Productions, Inc.	\$11,250
VI.A-17.	University of Miami School of Music	\$12,000

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

VI.B-1.	Dade Community Foundation, Inc. f/a Miami Poster Project	\$ 5,000
---------	---	----------

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

VI.D-1.	Miami Book Fair International, Inc.	\$25,000
---------	-------------------------------------	----------

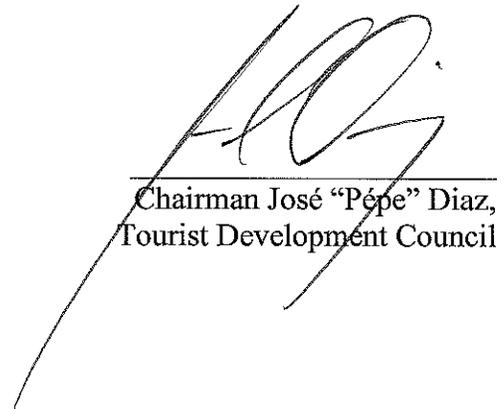
I. Targeted/Set-asides

VI.I-1.	Florida International University Board of Trustees, For the benefit of Institute for Public Management	\$14,400
VI.I-3.	Miami Beach Chamber of Commerce	\$20,000
VI. I-4	Miami Beach Latin Chamber of Commerce	\$20,000
VI.I-6.	New World Festival	\$12,000
VI.I-7.	Tropical Everglades Visitor Association, Inc.	\$20,000

Chairman Diaz commended the Homestead Air Force Base on the outstanding performance for the Air Show. He noted he wanted the TDC Council to consider supporting this ongoing event next year. Chairman Diaz pointed out that 80,000 people participated on the first day of the new event and there were 120,000 participants the following day.

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 8:45 a.m.



Chairman José "Pépe" Diaz,
Tourist Development Council

MIAMI-DADE COUNTY

Panel Meeting
 Tuesday, November 17, 2009 8:00AM
 Stephen P. Clark Center
 111 NW First Street
 Citizen's Independent Transportation Trust
 10th Floor Conference Room
 Miami, Florida

AGENDA

- I. Additions, Deletions, Withdrawals
- II. Conflict of Interest
- III. Items for Approval
 - A. Minutes of the August 18, 2009 Meeting
 - B. FY 2009-2010 Annual Targeted/Set-Aside Grants
- IV. Reports and Discussion Items
 - A. Updated Budget / Financial Position and Funding Recommendations for FY2009-10 First Funding Period
- V. Citizens' Presentations
- VI. Grant Applications and Recommendations - First Funding Period
 - A. Special Events/Promotions (Non-Profit) -- Continuing

	Request	Subcommittee Recommendation
1. Actors' Playhouse Productions, Inc. 2009-2010 Mainstage Season	25,000	18,000
2. Bayfront Park Management Trust Corporation Downtown Miami's 2009 New Year's Eve Celebration	15,000	6,750
3. Center for Emerging Art, Inc. Music Map of the World	9,000	5,000
4. Community AIDS Resource, Inc. dba Care Resource White Party Week - 25 th Anniversary	22,500	22,500
5. Cultural Council, Inc., The 19 th Annual in the Park with Art	15,000	5,000
6. Dave and Mary Alper Jewish Community Center, Inc. 2009-2010 Visual Arts Season	12,000	12,000
7. Edge Zones, Inc. Zones Contemporary Art Fair	15,000	7,500
8. Exponica International, Inc. Exponica International 2009 "La Feria de las Americas"	25,000	

	Request	Subcommittee Recommendation
9. Florida Dance Association, Inc. <i>Florida Dance Festival Winterfest</i>	25,000	18,000
10. Florida International University Board of Trustees, for the benefit of Frost Art Museum <i>Frost Art Museum Fall Programming</i>	25,000	4,350
11. IsraFest Foundation, Inc. <i>24th Israel Film Festival</i>	15,000	6,750
12. Miami Carnival, Inc. <i>Miami Carnival 25th Anniversary Celebration</i>	25,000	9,000
13. Miami City Ballet, Inc. <i>Miami City Ballet's Debut at the Auditorium Theatre of Roosevelt University</i>	25,000	13,500
14. Miami Short Film Festival, Inc. <i>8th Annual Miami Short Film Festival</i>	15,000	6,000
15. Museum of Contemporary Art, Inc. (MoCA) <i>Reach of Realism</i>	25,000	12,000
16. Tigertail Productions, Inc. <i>Tigertail International Special Events 2009-2010</i>	13,500	11,250
17. University of Miami School of Music <i>Festival Miami 2009</i>	25,000	12,000
B. Special Events/Promotions (Non-Profit) -- First Time		
1. Dade Community Foundation, Inc. f/a Miami Poster Project <i>Miami Poster Project</i>	15,000	5,000
2. Mystery Park Arts Company, Inc. dba SoBe Music Institute <i>Grand Opening Cabaret Revival of Historic Miami Beach Theater</i>	15,000	7,500
C. Special Events/Promotions (For-Profit) -- First Time		
1. In Tune Partners, LLC <i>Miami Music Festival</i>	25,000	10,000
2. Lumana Global Corporation <i>Downtown Miami Riverwalk Festival & Boat Parade</i>	15,000	5,000
D. Special Events/Promotions (Non-Profit) -- Ongoing		
1. Miami Book Fair International, Inc. <i>Miami Book Fair International 2009</i>	25,000	25,000
E. Special Events/Promotions (Government) -- Continuing		
1. City of Sunny Isles Beach <i>Sunny Isles Beach Jazz Festival</i>	15,000	15,000
F. Special Events/Promotions (Government) -- Ongoing		
1. City of Miami Beach, Department of Tourism and		

Development <i>Sleepless Night 2009</i>		Request	Subcommittee Recommendation
G. Sports (Non-Profit) – First Time			
1.	Florida International University Board of Trustees, for the benefit of Women Basketball <i>FIU Thanksgiving Tournament and FIU Sun & Fun Classic 2009</i>	15,000	4,000
H. Sports (For-Profit) – Continuing			
1.	South Florida Super Bowl Host Committee, Inc. <i>Super Bowl XLIV Marketing Plan</i>	25,000	25,000
I. Targeted/Set-asides			
1.	Florida International University Board of Trustees, for the benefit of Institute for Public Management <i>Annual Inter-American Conference of Mayors and Local Authorities</i>	14,400	14,400
2.	M. Athalie Range Cultural Arts Foundation, Inc. <i>A Musical Celebration of Life Honoring Mrs. Athalie Range</i>	20,000	20,000
3.	Miami Beach Chamber of Commerce <i>Miami Beach Visitor Information Center</i>	20,000	20,000
4.	Miami Beach Latin Chamber of Commerce <i>Tourist Hospitality Center/Centro Hospitalidad Turistico</i>	15,000	15,000
5.	Miami-Dade County Days, Inc. <i>Dade Days in Tallahassee</i>	12,000	12,000
6.	New World Festival <i>Coral Gables Cultural Calendar</i>	20,000	20,000
7.	Tropical Everglades Visitor Association, Inc. <i>Tropical Everglades Visitor Center</i>		

Adjournment



Panel Meeting
Tuesday, November 17, 2009 8AM
Stephen P. Clark Center
111 NW First Street
Citizen's Independent Transportation Trust
10th Floor, Back Conference Room
Miami, Florida

Citizens' Presentations

	Request	Subcommittee Recommendation
A. Special Events/Promotions (Non-Profit) -- Continuing		
1. Actors' Playhouse Productions, Inc. <i>Barbara Stein</i>	25,000	18,000
4. Community AIDS Resource, Inc. dba Care Resource <i>Christopher Donahue</i>	22,500	22,500
13. Miami City Ballet, Inc. <i>Mark Cole</i>	25,000	13,500
B. Special Events/Promotions (Non-Profit) -- First Time		
2. Mystery Park Arts Company, Inc. dba SoBe Music Institute <i>Carson Kievman (Mark Needle, Anne-Marie Tristan)</i>	15,000	7,500
C. Special Events/Promotions (For-Profit) – First Time		
1. In Tune Partners, LLC <i>Marc Dickstein</i>	25,000	10,000
2. Lumana Global Corporation <i>David Brown</i>	15,000	5,000
F. Special Events/Promotions (Government) – Ongoing		
1. City of Miami Beach, Department of Tourism and Cultural Development <i>Gary Farmer</i>	25,000	7,500
G. Sports (Non-Profit) – First Time		
1. Florida International University Board of Trustees, for the benefit of Women Basketball <i>Janelle Marzouka</i>	15,000	4,000
H. Sports (For-Profit) – Continuing		
1. South Florida Super Bowl Host Committee, Inc. <i>Rodney Baretto</i>	25,000	25,000
I. Targeted/Set-asides		
2. M. Athalie Range Cultural Arts Foundation, Inc. <i>G. Eric Knowles</i>	20,000	20,000



MEMORANDUM

Date: November 17, 2009

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

From: Michael Spring, Director
Department of Cultural Affairs

Subject: Budget Recommendations for
FY 2009-2010 First Funding Period

FY2009-2010 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2009-2010 is \$1,071,752. The 2% Tourist Development Room Tax Revenue will provide the Council with \$950,000, 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, \$21,752 was carried over from FY2008-2009.

The proposed budget allocations by grant activity period listed below ensure that sufficient funds exist to address applications throughout the fiscal year. The budget allocations have been established for each of the four Project Activity Periods based on an analysis of historical grant allocations by calendar period.

<u>Funding Period/Category</u>	<u>Budgeted Allocations</u>
First Funding Period	\$ 285,600
Second Funding Period	242,000
Third Funding Period	145,991
Fourth Funding Period	126,761
Reserve	100,000
Set-Aside Grants	121,400
Shoulder Season Fund	50,000
TOTAL	\$ 1,071,752

1st Funding Period Overview

There are twenty-six (26) applications requesting a total of \$502,000 for the first quarter funding period. Of these 26 applications, twenty-three (23) are from non-profit organizations requesting a total of \$437,000; and three (3) applications are from for-profit organizations requesting \$65,000.

Five (5) of these 26 organizations represent New and/or First-time projects to the Tourist Development Council: nineteen (19) are Continuing projects; and two (2) 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, Subcommittee recommendations did not exceed \$25,000 for any of the projects considered. The recommendations included in this TDC Panel agenda package reflect the consensus achieved at this Subcommittee meeting.

Recommended Allocation for this Funding Period

A total of \$285,600 has been recommended for 26 organizations by the TDC Subcommittee for this first funding period and a total of \$121,400 has been recommended for seven (7) targeted/set-asides. The remaining balance for the program as appropriated at the beginning of the year is \$664,752. The current balance in the Reserve Fund is \$100,000. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests. In addition, the Shoulder Season Fund of \$50,000 is available for summer events.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Reserve +</u>	<u>Shoulder Season Fund</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 285,600	\$ 121,400			\$ 407,000 ³³	\$
Second Funding Period	242,000					242,000
Third Funding Period	145,991					145,991
Fourth Funding Period	126,761					126,761
Reserve	100,000					100,000
Set-Aside Grants	121,400					
Shoulder Season Fund	50,000					50,000
TOTAL	\$1,071,752	\$ 121,400			\$ 407,000³³	\$ 664,752

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 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.

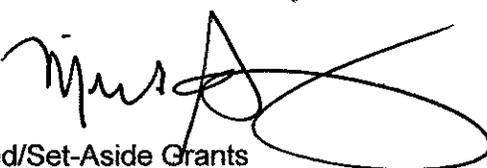
**FISCAL YEAR 2009-2010
TOURIST DEVELOPMENT COUNCIL
First Funding Period**

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY2009-2010					\$1,071,752
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 181,600 (17)	\$ 25,000 (1)	N/A	\$ 15,000 (1)	\$ 221,600 (19)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 25,000 (1)	N/A	N/A	\$ 7,500 (1)	\$ 32,500 (2)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 27,500 (4)	\$ 4,000 (1)	N/A	N/A	\$ 31,500 (5)
Total Recommended for First Funding Period (# of requests)	\$ 234,100 (22)	\$ 29,000 (2)	N/A	\$ 22,500 (2)	\$ 285,600 (26)
Proposed Set-aside Grants (#of grants)	\$ 121,400 (7)	N/A	N/A	N/A	\$ 121,400 (7)
Total Recommended for TDC Agenda (# of grants)					\$ 407,000 (33)
Balance Remaining (2nd +3rd + 4th+ Reserve + Shoulder Season Fund)					\$ 664,752

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

Date: November 17, 2009
To: Honorable Jose "Pepe" Diaz, Chairperson
and Members
Tourist Development Council
From: Michael Spring, Director
Department of Cultural Affairs
Subject: FY 2009-2010 Annual Targeted/Set-Aside Grants



Annual Targeted/Set-side TDC grant recommendations for FY2009-2010 are listed for the organizations below, based on an annual TDC commitment to key tourism-related projects of overall community benefit, and/or significant governmental impact annually on state funding support and policy for Miami-Dade County, and on international tourism and commerce for our community.

Inter-American Conference of Mayors	\$14,400
M. Athalie Range Cultural Arts Foundation	\$20,000
Miami Beach Visitor Information Center	\$20,000
Tourist Hospitality Center/ Centro Hospitalidad Turistico	\$20,000
Miami-Dade County Dade Days in Tallahassee	\$15,000
Coral Gables Cultural Calendar	\$12,000
Tropical Everglades Visitor Center	\$20,000
	<hr/>
	\$121,400

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-6

ORGANIZATION: New World Festival, Inc.

GRANT REQUEST: \$12,000

TITLE OF EVENT: Coral Gables Cultural Calendar County-wide Tourism
Cultural Activities

RECOMMENDATION: \$12,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: October 1, 2009 - September 30, 2010

EVENT LOCATION: Coral Gables

DESCRIPTION:
Funds are requested to support the production of cultural events, among them the annual Mainly Mozart Festival, and the publication of the monthly Coral Gables Cultural Calendar, as part of the effort to make Coral Gables and Miami-Dade County a cultural-oriented tourist destination.

HOTEL CONFIRMATION:
N/A

OUTSIDE MEDIA:
N/A

PREVIOUS TDC FUNDING:
End of cycle - \$12,000 (08-09); \$12,000 (07-08); \$12,000 (06-07); \$12,000 (05-06); \$12,000 (04-05); (End of cycle- \$12,000 (03-04)); \$12,000 (02-03); \$12,000 (01-02); \$13,500 (00-01); \$15,000 (99-00)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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@miamidadecounty.gov

FY 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

NEW WORLD FESTIVAL, INC.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1008 Alhambra Circle

City: Coral Gables State: FL Zip: 33134 Website: mainlymozart.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1980

(7) FEI#: 59 - 2071138 (8) State of Incorporation: 1980

(9) Required Pre-application Consultation: Date: 8/24/09 Time: 3 pm

(10) Name: George Volsky Mr. Mrs. Ms. Miss Dr.

Title: Executive Vice President Phone (day): (305) 444 - 4755 ext.

Email: georgevolsky@aol.com Fax: (305) 444 4755 Phone (other): (305) 323 - 2428 ext.

PROJECT INFORMATION

(11) Project Title: Coral Gables & County-wide cultural and tourist oriented activities

(12) Starting and Ending Dates: 10/01/09 (13) Starting and Ending Times:

(14) Address or Location of Project: Westin Colonnade Hotel in Coral Gables & other venues

(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: # 6 Florida State Senate District: # 34

Florida State House District: # 111 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): 7,500

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0- 13) : 450 # of Youth (Ages 13-18): 750

of Children (Ages 6-12): Total # - All Ages (Ages 0-18): 1,000

(18b) Total Participation: Audience/Attending: Performing/Instructing 60
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Coral Gables Cultural Tourism and City-wide Marketing Campaign is a two part program for developing and promoting tourism and Coral Gables and Miami-Dade County by: 1) presenting annually world-class cultural events, including the Mainly Mozart Festival (8 Sunday afternoon concerts in 2010), exhibitions of Latin American, European and Asian art works, organizing conferences with the Alliance Francaise, Dante Alighieri, Spanish Cultural Center, Mexican, Polish and Brazilian cultural centers, and other foreign-based cultural organizations, to promote these and other internationally-oriented cultural events to take place in Coral Gables and other venues in 2009- 2010, including publishing monthly the City's Cultural Calendar, 9,000 copies of which are placed in close to 200 sites and mailed to interested subscribers. Coral Gables has become a hub for international business, cuisine and cultural entertainments. By strategically utilizing cultural events and joint marketing campaign to promote and build upon this international image, Coral Gables is attracting more business/leisure tourists to its upscale hotels and conference and business facilities. The cultural tourism and the corresponding city-wide marketing campaign will take place between 10/1, 2009 and 9/30, 2010. Over 7,500 people, a 10 percent increase, will attend our cultural events, with additional 35,000 at the monthly gallery nights, and more than 120,000 pieces of collateral material will be produced. Through direct mail, the Calendar and increasing media coverage these cultural event will become known go tens of thousands of visitors.

PART 1. Annual World-Class Cultural Tourism Event

a) Mainly Mozart Festival XVI; concerts of chamber music centered on works by Mozart, will take place May 16, 23, 30, June 6. 13. 20, 27, 2010 at the acoustically near-perfect Ballroom of the Westin Colonnade Hotel in Coral Gables, featuring 60 artists and ensembles from the United States, Germany, Canada, Taiwan, Argentina. b) Colonnade conference series: January – May 2010, with the collaboration of the Taiwanese Cultural Office of Miami; c) July 2010 exhibit of Taiwanese art at the Colonnade.

PART 2. City-wide Cultural Tourism Marketing Campaign

a) Coral Gables Cultural Calendar: 9,000 copies are being published every month, distributed in to 200 venues in the city and Miami, with dates and details of cultural events taking place every month in and around Coral Gables. Calendar data are also posted on our gablesculture.com web site. b) The New World Festival and its sister organization, Coral Gables Cultural Affairs Council will actively cooperate with the M-D Department of Cultural Affairs and the Greater Miami Convention and Visitors Bureau to implement this campaign. Important part of it is our ongoing cooperation with foreign cultural organizations, among them the Alliance Francaise, Societat Dante Alighieri, the Cultural centers of Spain, Brazil and Mexico, among others. The project is a comprehensive initiative to attract visitors through the production of excellent cultural events and "user-friendly" promotional material. TDC fund will be used to build Coral Gables' tourist stature and, with it as an important sub-destination of the County. Our well produced and artistically first-class cultural events, among them the nationally-known Mozart Festival, will add to the appeal to sophisticated visitors and enhance the general scope of cultural tourism, already an important component of the leisure sector or our city which has first-class hotels, and excellent restaurants and conference facilities, all of which are the essential ingredients of cosmopolitan business travel.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	2	\$ 2,000			\$ 2,000		\$3,500
ARTISTIC:	NUMBER OF ARTISTS:	1	1,500			1,500		
TECHNICAL:	NUMBER OF EMPLOYEES:	1	1,000			1,000		
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	60	48,000	\$12,000		33,000		
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	2	3,500			3,500		1,000
MARKETING/PUBLICITY			12,000			12,000		5,000
PRINTING			12,500			12,500		4,000
POSTAGE			4,500			4,500		3,000
IN-COUNTY TRAVEL			500			500		
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL			3,500			3,500		500
EQUIPMENT PURCHASE								
SPACE RENTAL			5,500			5,500		3,000
INSURANCE			900			900		
UTILITIES			500			500		
SUPPLIES/MATERIALS			2,000			2,000		500
OTHER COSTS (ITEMIZE BELOW):								

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

\$12,000

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

\$94,900

= \$12,000 + \$82,900

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

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

\$20,500

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

\$115,400

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 2009-2010

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

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	\$16,000		
CONTRACTED SERVICES	3,500		
TUITIONS	400		
CORPORATE SUPPORT	35,000	\$10,500	
FOUNDATION SUPPORT	11,000	5,000	
PRIVATE/INDIVIDUAL SUPPORT	12,000	5,000	
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____	2,000		
APPLICANT CASH ON HAND	3,000		
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	12,000		

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

\$94,900

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

\$20,500

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

\$ 115,400

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-7

ORGANIZATION: Tropical Everglades Visitor Association, Inc.

GRANT REQUEST: \$20,000

TITLE OF EVENT: Tropical Everglades Visitor Center

RECOMMENDATION: \$20,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: October 1, 2009 - September 30, 2010

EVENT LOCATION: 160 U.S. Hwy. #1, Florida City

DESCRIPTION:

Funds are requested to support the 21-year old Tropical Everglades Visitor Center located in Florida City. Staffed by some 30 volunteers, the center provides information to over 55,000 yearly international and domestic tourists seven days a week. The center provides information on hotels, restaurants, attractions, as well as, the two national parks that make up the southern half of Miami-Dade County's tourism industry.

HOTEL CONFIRMATION:

N/A

OUTSIDE MEDIA:

N/A

PREVIOUS TDC FUNDING:

\$20,000 (08-09) End of cycle; \$20,000 (07-08); \$20,000 (06-07); \$10,000 (05-06); \$10,000 (04-05)

OTHER GOVERNMENT FUNDING:

N/A

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-_____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

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

TROPICAL EVERGLADES VISITOR ASSOCIATION

DUN & BRADSTREET D-U-N-S #

848242541

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 160 U.S. HIGHWAY #1

City: FLORIDA CITY State: FL Zip: 33034 Website: TROPICALEVERGLADES.COM

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1993

(7) FEI#: 65 - 0448479

(8) State of Incorporation: FLORIDA

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3 PM

(10) Name: BRIAN CONESA

Mr. Mrs. Ms. Miss Dr.

Title: EXECUTIVE DIRECTOR

Phone (day): (305) 245 - 9180 ext.

Email: TEVISITOR@CS.COM Fax: (305) 247 - 4335

Phone (other): (800) 388 - 9669 ext.

PROJECT INFORMATION

(11) Project Title: TROPICAL EVERGLADES VISITOR CENTER

(12) Starting and Ending Dates: 10/01/09 - 9/30/10

(13) Starting and Ending Times: 8AM TO 5 PM

(14) Address or Location of Project: 160 U.S. HIGHWAY #1 FLORIDA CITY, FL. 33034

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

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

(16) Miami-Dade Commission District: # 9

Florida State Senate District: # 39

Florida State House District: # 120

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): 75,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 1,500 # of Youth (Ages 13-18): 5,000
 # of Children (Ages 6-12): 3,500 **Total # - All Ages (Ages 0-18): 10,000**

(18b) Total Participation:
 (All Adults PLUS All Children)

Audience/Attending: 75,000

Performing/Instructing

(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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 this Project? The Tropical Everglades Visitor Association through its Visitor Center offers information services to tens of thousands of tourists each year. The center is ADA compliant and offers information in different languages. Volunteers speak different languages to include French, Spanish, Swiss and German. Nearly 30 volunteers help to keep the Visitor Center open 7 days a week year around. On average, 1,000 visitors a month sign our guest register providing valuable demographic information. Besides the several thousands that walk into our Visitor Center each month, the center also handles about 500 inquiries a month by phone and by email. Questions asked about where tourists are coming from, how long their stay will be, and what they have come to see offers vital insight for the many businesses involved in tourism in the south Miami-Dade County area. Our Visitor Center is also helpful to the many servicemen and their families new to the area on stay at the Homestead Air Reserve Base.

How will it attract tourists to Miami-Dade County? The Visitor Association uses co-op advertising whenever possible. Along with membership in the Greater Miami Convention & Visitor's Bureau, our Visitor Association is also a founding partner with Visit Florida – each of these organizations help to provide listings of our services throughout the state through their publications. We advertise our center through rack cards placed along the Florida Turnpike and at the State welcome centers. We produce a local visitor guide that is mailed throughout this country and the world. Our website is visited by 10's of thousands each month. We have helped to create the Historic Redland Tropical Trail to promote agri-tourism in our area. Also, we work very closely with our 2 national parks. Most recently, we have been involved in trying to get better information out to help confused tourists using the Sun Pass System.

When and Where will this event take place? The Tropical Everglades Visitor Center is located in Florida City along State Road One and is open daily throughout the year. It is the best located Visitor Center in Miami-Dade County. Our Visitor Center is located at the point where many highways converge. The Florida Turnpike (821) and Krome Avenue (State Road 997) bring tourists into our area from the southwest coast of Florida and from all other points north via the turnpike system. This creates an important access point to promote tourism in Miami-Dade County.

Why is this an attractive project for the use of Tourist Development Council Funds? Each year, we help to create thousands of room nights which we know contributes to the millions of dollars collected in bedtax from southern Miami-Dade County. Through our Visitor Center, website, and outreach, we know that we will have an impact on the travel plans of 75,000 to 100,000 visitors to Miami-Dade County each year.

How will TDC funding enhance your project's tourism attractiveness? Monies from this grant help to supplement operational costs, as well as, physical upkeep to our Visitor Center which is open 7 days a week throughout the year. During the last 21 years, our visitor center has helped close to 2 million tourists and visitors traveling into our area. There is wear and tare to a visitor center that is open 7 days a week. Mostly what these TDC dollars do...is to help us keep our doors open and our lights on. This TDC funding greatly impacts our operational success.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>36,400</u>		<u>11,500</u>	<u>24,900</u>
ARTISTIC:	NUMBER OF ARTISTS:			<u>0</u>		<u>0</u>	
TECHNICAL:	NUMBER OF EMPLOYEES:			<u>0</u>		<u>0</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:			<u>0</u>		<u>0</u>	<u>11,550</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>30</u>		<u>38,000</u>		<u>0</u>	<u>38,000</u>
MARKETING/PUBLICITY				<u>4,000</u>		<u>1,000</u>	<u>3,000</u>
PRINTING				<u>300</u>		<u>0</u>	<u>300</u>
POSTAGE				<u>800</u>		<u>0</u>	<u>800</u>
IN-COUNTY TRAVEL				<u>0</u>		<u>0</u>	
OUT OF COUNTY TRAVEL				<u>0</u>		<u>0</u>	
EQUIPMENT RENTAL				<u>800</u>		<u>0</u>	<u>800</u>
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>	
SPACE RENTAL				<u>11,000</u>		<u>5,000</u>	<u>6,000</u>
INSURANCE				<u>6,500</u>		<u>1,500</u>	<u>5,000</u>
UTILITIES				<u>9,000</u>		<u>1,000</u>	<u>8,000</u>
SUPPLIES/MATERIALS				<u>1,500</u>		<u>0</u>	<u>1,500</u>
OTHER COSTS (ITEMIZE BELOW):							
	ASSOCIATION FEES			<u>800</u>		<u>0</u>	<u>800</u>

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

20,000

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

109,100

= **20,000** + **89,100**

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

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

11,550

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

\$ 120,650

Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 2009-2010

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	58,000		
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		11,550	30 VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
GIFT SHOP SALES	31,100		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	20,000		

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

109,100

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

11,550

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

\$ 120,650

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-1

ORGANIZATION: Actors' Playhouse Productions, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: 2009-2010 Mainstage Season

RECOMMENDATION: \$18,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: October 1, 2009 - August 15, 2010

EVENT LOCATION: The Miracle Theatre, 280 Miracle Mile, Coral Gables

DESCRIPTION:

Funds are requested to support the 2009-2010 season marketing for Actors' Playhouse. The campaign includes marketing for six productions including the musical from New York "The Marvelous Wonderettes," "Another Night Before Christmas," and the international musical sensation "Miss Saigon."

HOTEL CONFIRMATION:

Coral Gables Marriott Courtyard Hampton Inn Coconut Grove
Quality Inn South
Hotel St. Michel

OUTSIDE MEDIA:

NBC6
Comcast

PREVIOUS TDC FUNDING:

\$20,000 (08-09); {\$10,000 (07-08) End of Cycle}; \$7,000 (06-07); \$9,000 (05-06); \$9,000 (04-05); \$10,000 (03-04); (\$5,000 (02-03) - End of Cycle); \$5,000 (01-02); \$10,000 (00-01); \$2,250 (98-99); \$2,500 (97-98)

OTHER GOVERNMENT FUNDING:

Total Bank - \$30,000
Baptist SFL - \$25,000
Wachovia - \$10,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation)
Actors' Playhouse Productions, Inc.

627510019

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 280 Miracle Mile

City: Coral Gables State: FL Zip: 33134 Website: www.actorsplayhouse.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1988

(7) FEI#: 65 - 0060167 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 07/30/09 Time: 10AM

(10) Name: Barbara S. Stein Mr. Mrs. Ms. Miss Dr.

Title: Executive Producing Director Phone (day): (305) 444 - 9293 ext. 601

Email: btein@actorsplayhouse.org Fax: (305) 444 - 4181 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 2009-2010 Mainstage Season

(12) Starting and Ending Dates: 09/30/09-8/15/10 (13) Starting and Ending Times: varies

(14) Address or Location of Project: The Miracle Theatre, Coral Gables

(15) Municipality in which project will take place (use codes): Primary: # 03 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: # 6 Florida State Senate District: # 34

Florida State House District: # 117 U.S. Congress District: # 118

(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): 100,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED): 20,000

of Infants/Preschool (Ages 0-5): 0 # of Youth (Ages 13-18): 20,000

of Children (Ages 6-12): 0 **Total # - All Ages (Ages 0-18): 20,000**

(18b) Total Participation: 100,000 Audience/Attending: 99,860 Performing/Instructing: 140
(All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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/HOW: Actors' Playhouse will produce six(6) exciting Mainstage productions in its 2009-2010 season, each of these productions destined to attract tourism to Miami-County because of their international and national name recognition. We've found through the years, that tourists are more apt to attend cultural events when they are familiar with programming that has a wide and popular mainstream appeal. The requests for tickets from outside Miami-Dade last season indicate that our programs have impact on developing tourism to the area. In addition, requests for hotel locations from theatre patrons prompted us to add a link on our home page directing traffic to area hotels. Our season will open with the popular hit musical *The Marvelous Wonderettes*, still playing in New York. Actors' Playhouse is the first regional theatre to receive the licensing rights of the show, which is a classic musical revue featuring the popular music of the late 50's and 60's. It will be prom night every night at the Miracle Theatre during our production of *The Marvelous Wonderettes!* Over the holiday season, we'll produce *Another Night before Christmas*, a new musical written by the creators of our current summer hit *Married ALIVE!* reminiscent of the famous film *Miracle On 34th Street*. We'll kick off the new year, presenting the South Florida Premiere of *The Great American Trailer Park Musical* after touring the country for several years. This fun-loving show features exciting musical styles that range across the American radio broadband with a storyline equated to *Desperate Housewives* meets *South Park*. The important Spring timeslot of our Mainstage programming will feature *Miss Saigon* as the signature musical of our season, and based on our success of producing *Les Miserables* at 89% capacity in 08-09, we will once again seek to attract tourism to Miami-Dade to attend performances of this worldwide sensational musical, which is based on a modern day *Madame Butterfly*. In the late spring, the theatre will proudly produce the World Premiere *Unreasonable Doubt*, a play developed in our own theatre lab and the winning play in our 2008 *Pen to Stage* Playwriting Contest. Closing the season will be *Are We There Yet?* a fun musical revue that will continue to bring audiences to the theatre to enjoy a clever comedic musical over the summer months.

WHEN/# OF EVENTS: *The Marvelous Wonderettes*, September 30-November 1, 2009 (35 performances), *Another Night Before Christmas*, Dec. 2-27, 2009 (28 performances), *The Great American Trailer Park Musical*, January 13-27, 2010 (35 performances), *Miss Saigon*, March 3-April 4, 2010 (35 performances), *Unreasonable Doubt*, May 12-June 6, 2010 (20 performances), *Are We There Yet?*, July 7-August 15, 2010 (30 performances). Our potential audience for these Mainstage productions will exceed 100,000 theatre patrons.

WHERE: The Miracle Theatre, 280 Miracle Mile, Coral Gables. The principal participants are Actors' Equity artists and SSDC designers and choreographers contracted from New York, LA, and Florida. Our actors are featured artists on Broadway, national tours. Actors' who perform at Actors' Playhouse springboard their careers to Broadway.

Marketing Efforts & How Funding Will Apply: TDC funding will allow Actors' Playhouse to market the season at the highest level and promote tourism to the area. Funding will allow us to enhance contributed media sponsorships for TV, radio, and print. Major media sponsors for the season are NBC6, Comcast, Spanish Broadcasting System (Mega TV and Romancia Radio), WLRN, and The Miami Herald. Hotel sponsors include Hampton Inn Coconut Grove and Suites at Miami Airport, The Westin Colonnade, Hotel St. Michelle, Hyatt Regency Coral Gables, Marriott Courtyard, Biltmore Hotel, Quality Inn South, and InterContinental, Miami. Our hotel partners are promoted on our web site with specials to attract cultural leisure travel. This season we anticipate booking 600 hundred-room nights for actor and artist housing annually at the Hampton Inn, Hotel St. Michelle, and Quality Inn South.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>25</u>		\$480,225		\$480,225	
ARTISTIC:	NUMBER OF ARTISTS:	<u>64</u>		\$566,559		\$566,559	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>12</u>		\$342,372		\$342,372	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>19</u>		\$267,596		\$267,596	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>10</u>		\$ 66,899		\$ 66,899	\$ 47,000
MARKETING/PUBLICITY				\$160,339	\$25,000	\$135,339	\$336,850
PRINTING				\$ 22,176		\$ 22,176	\$ 25,000
POSTAGE				\$ 11,070		\$ 11,070	\$ 3,500
IN-COUNTY TRAVEL				\$ 12,502		\$ 12,502	\$ 45,000
OUT OF COUNTY TRAVEL				\$ 29,170		\$ 29,170	\$ 15,000
EQUIPMENT RENTAL				\$ 10,808		\$ 10,808	
EQUIPMENT PURCHASE				\$ 32,423		\$ 32,423	
SPACE RENTAL				\$ 31,260		\$ 31,260	\$ 65,000
INSURANCE				\$ 70,254		\$ 70,254	
UTILITIES				\$ 87,188		\$ 87,188	
SUPPLIES/MATERIALS				\$ 16,888		\$ 16,888	\$ 8,000
OTHER COSTS (ITEMIZE BELOW):							
COSTUMES				\$ 52,500		\$ 52,500	\$ 9,000
BANK CHARGES				\$ 32,911		\$ 32,911	
ROYALTIES				\$101,234		\$101,234	
PARKING				\$ 1,900		\$ 1,900	\$ 8,500
REPAIR & MAINTENANCE				\$ 36,675		\$ 36,675	\$ 13,500
SETS, PROPS, BUILDING MATERIALS				\$126,675		\$126,675	\$ 61,150

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

\$25,000

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

\$2,559,624 = \$25,000 + \$2,534,624

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

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

\$637,500

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

\$ 3,197,124

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 2009-2010

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	\$1,429,612		
CONTRACTED SERVICES	\$ 152,800		
TUITIONS			
CORPORATE SUPPORT	\$ 137,171	\$ 572,500	NBC, Comcast, Herald, Hotels, Air Travel, Cars
FOUNDATION SUPPORT	\$ 100,076		
PRIVATE/INDIVIDUAL SUPPORT	\$ 105,958		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE Expansion Program	\$ 15,000		
LOCAL MCI, SASI, YEP, Coral Gables	\$ 255,703	\$ 65,000	CITY OF CORAL GABLES
APPLICANT CASH ON HAND	\$ 8,075		
OTHER REVENUES (Itemize below)			
Annual Auction Fundraiser	\$ 171,000		
Special Event & Raffles	\$ 18,000		
Handling Fees	\$ 52,000		
Miscellaneous	\$ 35,823		
Concessions	\$ 53,406		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	\$25,000		

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

\$2,559,624

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

\$637,500

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

\$ 3,197,124

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

ORGANIZATION: Bayfront Park Management Trust Corporation

Agenda Item No.: A-2

TITLE OF EVENT: Downtown Miami's 2009 New Year's Eve Celebration

GRANT REQUEST: \$15,000

EVENT CATEGORY: Special Events/Promotions

RECOMMENDATION: \$6,750

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: December 31, 2009

EVENT LOCATION: Bayfront Park Miami

DESCRIPTION:

Funds are requested to support Downtown Miami's 2009 New Year's Eve Celebration at Bayfront Park. The event will include a multicultural concert by nationally-known performers at the Amphitheater and the Big Orange ascending the side of the Intercontinental Hotel at midnight, accompanied by a fireworks display over beautiful Biscayne Bay.

HOTEL CONFIRMATION:
None

OUTSIDE MEDIA:

CBS 4 - Pending
Miami Herald - Pending

PREVIOUS TDC FUNDING:

\$5,000 (08-09); {\$5,000 (07-08) End of Cycle}; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

OTHER GOVERNMENT FUNDING:
\$60,000 - Pending

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): Bayfront Park Management Trust
602324402
FOR MORE INFO CONTACT: WWW.DNB.COM
Organization's Legal Address: 301 N. Biscayne Blvd
City: Miami State: FL Zip: 33132 Website: www.bayfrontparkmiami.com

- (4) Applicant Institution Type: Cultural Non-Cultural
- (5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1987
- (7) FEI#: 59 - 2813562 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: 07/23/09 Time: 3:00
- (10) Name: Timothy F. Schmand Mr. Mrs. Ms. Miss Dr.
Title: Executive Director Phone (day): (305) 358 - 7550 ext.
Email: tschmand@ci.miami.fl.us Fax: (305) 358 - 1211 Phone (other): () - ext.

PROJECT INFORMATION

- (11) Project Title: Downtown Miami's 2009 New Year's Eve Celebration
- (12) Starting and Ending Dates: 12/31/09 (13) Starting and Ending Times: 7:00 pm – midnight
- (14) Address or Location of Project: 301 N. Biscayne Blvd, Miami, FL
- (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: # 5 Florida State Senate District: # 35
Florida State House District: # 38 U.S. Congress District: # 18
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience: White, Not Hispanic Hispanic Caribbean General (no specific emphasis)
(check only one) Black, Not Hispanic Asian Other (specify): _____
- (18) Expected Participation (# of individuals): 70,000
- (18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):
of Infants/Preschool (Ages 0-5): 5000 # of Youth (Ages 13-18): 10000
of Children (Ages 6-12): 10000 Total # - All Ages (Ages 0-18): 25000
- (18b) Total Participation: Audience/Attending: 70000 Performing/Instructing: 35
(All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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: Since 2002, Bayfront Park Management Trust (Trust) has sponsored and produced the largest and most exciting New Year's Eve Celebration (Celebration) in South Florida. Miami is poised like no other city in the United States to benefit from the unique combination of glorious weather, oceanfront locale, and international culture to celebrate the New Year to the envy of the rest of the country. Our New Year's Eve Celebration capitalizes on these benefits by featuring an outdoor concert of nationally-recognized artists as the centerpiece of a free, family friendly parkwide event. Last year's event attracted upwards of 70,000 families, local dignitaries, and tourists.

HOW: As the caliber and reputation of the event have grown since the Trust began hosting, promoters and media outlets now approach the Trust for inclusion in and coverage of the Celebration. Each year, our event has greatly benefited from the generous donation of in-kind media advertisements, promotions, and coverage. As the premier New Year's Eve event in South Florida, the 2009 Celebration will continue to expand and build upon the enthusiasm and experience gained in past years. Planners estimate that the positive media attention, including the worldwide press and extensive, positive local media coverage of last year's event, will encourage even greater attendance. Additionally, the Greater Miami Convention & Visitors Bureau promotes the Celebration through event-driven mailings and on their web site. The Hotel Concierge Association promotes the event through flyers for guests at area hotels. The event is also featured on major Internet travel websites such as Orbitz and Yahoo! Travel, and it receives positive mention in online newspaper sites such as the Pittsburg Post and LA Times.

WHEN/EVENTS: The Celebration will open on December 31st at 7:00 pm for the 8:00pm concert and will remain open throughout the evening. The event culminates at midnight on New Year's Eve with the raising of the Big Orange on the side of the Intercontinental Hotel adjacent to the Park and the elaborate fireworks display sponsored by Bayside Marketplace over Biscayne Bay. Other as-yet unidentified events in the Downtown Miami area that adhere to the family -friendly, non-alcoholic theme of the event will be considered for inclusion in the Celebration.

WHERE/ARTISTS/MKTG: All events will occur in Bayfront Park, or in the case of the fireworks display and Big Orange, be visible from the Park. The Amphitheater, which has enjoyed \$2 million in capital improvements by LiveNation, and the Park itself are ADA compliant and handicapped accessible, and accommodations such as handicapped Portolets are made to ensure that all members of the Miami-Dade are accommodated for the event. In 2008, the Festival featured an altered format, as the Amphitheater was under construction during New Year's. BPMT moved the Festival to a disco dance party at the smaller Tina Hills Pavilion, and the main acts, Betty Padgett and Elements of Funk and DJ Spam Allstars, on a mainstage set up in the center of the park along Biscayne Boulevard. The new format was quite well-received, and the BPMT may continue to follow this format in 2009. BPMT will again select from acts of the highest caliber to appeal to our international community. The event is covered in local and regional media.

WHY TDC: The Trust requests funding from TDC in order to increase marketing expenditures and improve the quality of artists for this event in order to attract even greater numbers of visitors to the area. It is critical to continue to brand the Celebration as the premier event for South Florida so as to build on the tradition begun in 2002 and retain the visitor base that might otherwise be lost due to the absence of an internationally-known, annual event.

ORGANIZATION'S PERSONNEL

ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>6</u>	<u>15,000</u>	<u>15,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:				
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>5</u>	<u>5,500</u>	<u>5,500</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>20</u>	<u>20,000</u>	<u>3,000</u>	<u>17,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:				
MARKETING/PUBLICITY			<u>20,000</u>	<u>12,000</u>	<u>8,000</u>
PRINTING					
POSTAGE					
IN-COUNTY TRAVEL					
OUT OF COUNTY TRAVEL					
EQUIPMENT RENTAL			<u>9,000</u>		<u>9,000</u>
EQUIPMENT PURCHASE					
SPACE RENTAL			<u>12,000</u>		<u>12,000</u>
INSURANCE					
UTILITIES					
SUPPLIES/MATERIALS					
OTHER COSTS (ITEMIZE BELOW):					
PRODUCTION COSTS			<u>31,000</u>		<u>31,000</u>
FIREWORKS			<u>10,000</u>		<u>10,000</u>
SPONSOR RECEPTION			<u>15,000</u>		<u>15,000</u>
POLICE			<u>30,000</u>		<u>30,000</u>
FIRE RESCUE			<u>6,000</u>		<u>6,000</u>

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

15,000

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

173,500 = 15,000 + 158,500

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

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

35,000

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

\$ 208,500 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 2009-2010

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-3

ORGANIZATION: Center for Emerging Art, Inc.

GRANT REQUEST: \$9,000

TITLE OF EVENT: Music Map of the World

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: December 17 - 20, 2009

EVENT LOCATION: 1 Lincoln Road, Miami Beach

DESCRIPTION:

Funds are requested to support the artistic and marketing expenses associated with the Center for Emerging Art's "Music Map of the World" Concert Series, held from December 17-20, 2009. The program consists of four concerts to take place at The Ritz-Carlton in Miami Beach.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

None

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$5,000 (07-08); \$5,000 (06-07); (End of cycle- \$2,250 (05-06))\$2,250 (04-05); \$2,250 (03-04); \$2,250 (02-03); \$2,500 (01-02)

OTHER GOVERNMENT FUNDING:

Florida Cultural Support - \$2,500
Audrey Love Foundation - \$3,000

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM**

TDC/10-

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of In-
Center for Emerging Art, Inc.

03-61-12881

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 800 West Ave #73

City: Miami Beach State: FL Zip: 33139 Website: www.centerforemergingart.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For-Profit

(6) Year of Incorporation: 1995

(7) FE#: 65 - 0565473

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3 p.m.

(10) Name: Ava L. Rado

Mr. Mrs. Ms. Miss. Dr.

Title: Executive Director

Phone (day): (305) 538 - 2803 ext.

Email: radoava@apl.com

Fax: (n/a)

Phone (other): (305) 323 - 8832 ext.

PROJECT INFORMATION

(11) Project Title: Music Map of the World Chamber Music Festival

(12) Starting and Ending Dates: 12/17/09 & 12/18/09 (13) Starting and Ending Times: 6-8p.m. & 7-9pm

(14) Address or Location of Project: 1 Lincoln Road, 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: # 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 Audi- White, Not Hispanic Hispanic Caribbean General (no specific emphasis)
(check only one) Black, Not Hispanic Asian Other (specify):

(18) Expected Participation by Age Group:

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):
of Youth (Ages 0-5): N/a # of Youth (Ages 13-18): N/a

of Children (Ages 6-12): N/a Total # - All Ages (Ages 0-18): N/a

(18b) Total Participation: (All Adults PLUS All Children) Audience/Attending: 300 Performing/Instructing 9

(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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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? Music Map of the World Chamber Concert Festival includes two performance on Miami Beach at The Ritz-Carlton, South Beach during December 2009, and will highlight Miami Beach as a cultural canvas. The program includes music of famous composers from around the globe and will enrich and enhance the cultural heritage of Miami-Dade County's diverse audience. The chamber music festival's programming includes ethnically diverse selection of music, from Russian composers to Mexican composer's work for chamber ensembles and for solo and four-handed piano. The program will be marketed aggressively through by the

- a) CEA and the host hotel, The Ritz-Carlton will send out e-blasts, e-advertising, Direct Mail and list the events on their websites
- b) Public Service Announcements on classical music station WKCP 89.7 and WDNA
- c) The Ritz Carlton in-house Public Relation Firm will promote the event along with the CEA

HOW will it attract tourists to Miami-Dade County? The performances foster cultural and educational ties and through special package offered will highlight Miami Beach as a both a special place to visit, along with the sand/sun, as a cultural canvas for "classical music with a tropical twist to enliven the soul." The Music Festival will it attract tourists to Miami-Dade County since the CEA has established an audience base who will travel to hear chamber concerts from Broward and Palm Beach Counties, and Natasha Rubin and Maria Demina, principal artists have a following audience from Tampa, Naples and California who will come to Miami for the performances.

WHAT is marketing efforts? Following last years success the CEA will mail 3,000 invitations to the CEA and host hotels database, purchase Public Service Announcements and e-blasts from NewTimes which reach 30,000 e-mails with each blast

WHEN ? December 17, 2009 3:00 to 6:00 p.m. December 18, 2009 from 7:00 to 9:00 p.m.

UUUUUUUUUU

How many event(s) are planned? Two (2) performance

WHERE will the event(s) take place? The Ritz-Carlton, 1 Lincoln Road, Miami Beach, with an outreach concert at the Miami Lighthouse for the Blind

Do you have any media and/or hotel sponsors? Yes. Ritz Carlton, South Beach

WHO are the principal artists in the project? Russian Pianists: Natasha Rubin and Maria Demina; the CEA Chamber Ensemble: Ava Rado, Artistic Director, Oderlyn Gutiez-Bello. Flute, Paul Martin, classical guitar, Ramon Justicia, guitar, and Modesto Marcano: Violin/Viola. Mei Mei Luo, violin, Sergio Puig, pianist Eduardo Aladren, tenor (see attaché brief bios)

HOW will TDC funding enhance project's tourism attractiveness? The music festival has an international tourism impact because a) ethnically diverse programming, include the music from different countries; b) an aggressive marketing strategy and c) performances foster cultural/educational ties of an ethnically diverse community and tourist alike.

Time-Line: October, 2009 the performers, start rehearsals

November: prepare send out Press Releases two weeks prior to performance

December: Public Service Announcements on WKCP 89.7 classical music station

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	2		10,000		0		10,000
ARTISTIC:	NUMBER OF ARTISTS:	7		15,750		0		15,750
TECHNICAL:	NUMBER OF EMPLOYEES:			1,500		0		1,500
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	2		5,000		3,000		2,000
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:			0		0		0
MARKETING/PUBLICITY				4,000		4,000		0
PRINTING				900		0		900
POSTAGE				1,200		0		1,200
IN-COUNTY TRAVEL				700		0		700
OUT OF COUNTY TRAVEL				0		0		0
EQUIPMENT RENTAL				0		0		0
EQUIPMENT PURCHASE				0		0		0
SPACE RENTAL				2,400		1,200		1,200
INSURANCE				1,600		800		800
UTILITIES				0		0		0
SUPPLIES/MATERIALS				1,800		0		1,800
OTHER COSTS (ITEMIZE BELOW):								
_____				_____		_____		_____
_____				_____		_____		_____
_____				_____		_____		_____
_____				_____		_____		_____
_____				_____		_____		_____
_____				_____		_____		_____

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

9,000

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

44,850

=

9,000

+

35,850

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

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

10,900

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

\$ 55,750

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

ORGANIZATION: Community AIDS Resource, Inc., dba Care Resource

Agenda Item No.: A-4

TITLE OF EVENT: White Party Week - 25th Anniversary

GRANT REQUEST: \$22,500

EVENT CATEGORY: Special Events/Promotions

RECOMMENDATION: \$22,500

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: November 25-30, 2009

EVENT LOCATION: Various venues

DESCRIPTION:

Funds are requested to support partial marketing costs associated with White Party Week 2009, a week-long series of events to be held in the City of Miami and Miami Beach from November 25-30, 2009. All events draw local, national and international tourists to hotels in Miami and Miami Beach.

HOTEL CONFIRMATION:

The National SoBe - 660 Room Nights; SoBe boutique Hotels - 100; The Crest Group - 100

OUTSIDE MEDIA:

re! TV Network (Pending)
TV (Pending)

PREVIOUS TDC FUNDING:

\$10,000 (07-08); \$9,000 (06-07) End of Cycle; \$10,500 (05-06); \$12,000 (04-05); \$13,500 (03-04); \$15,000 (02-03)

LOCAL GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

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

DUN & BRADSTREET D-U-N-S #

Community AIDS Resource, Inc., dba Care Resource

82-983-5222

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 3510 Biscayne Blvd., Suite 300

City: Miami State: FL Zip: 33137 Website: www.careresource.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1983

(7) FEI#: 59 - 2564198

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 7/23/2009 Time: 3:00 PM

(10) Name: Wade B. Patterson

Mr. Mrs. Ms. Miss Dr.

Title: Director of Finance

Phone (day): (305) 576- 1234 ext. 202

Email: wpatterson@careresource.org

Fax: (305) 571 - 2020

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 25th Anniversary White Party Week™

(12) Starting and Ending Dates: 11/25/09 – 11/30/09 (13) Starting and Ending Times: See attached schedule

(14) Address or Location of Project: Vizcaya Museum and Gardens & various other locations in Miami

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 2

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

(16) Miami-Dade Commission District: # 3

Florida State Senate District: # 35

Florida State House District: # 109

U.S. Congress District: # 17

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

(17) Primary Audience: White, Not Hispanic Hispanic Caribbean General (no specific emphasis)
 (check only one) Black, Not Hispanic Asian Gays & Lesbians

(18) Expected Participation (# of indiv): 15,135

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool(Ages 0-5): 0 # of Youth (Ages 13-18): 0

of Children (Ages 6-12): 0 **Total # - All Ages (Ages 0-18):** 0

(18b) Total Participation:

(All Adults PLUS All Children)

Audience/Attending: 15,000

Performing/Instructing 135

(19) Primary Population:

(check only one)

- Children At-Risk Youth/Adults Persons with Disabilities
 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 25th Annual White Party Week™ is a series of prestigious cultural events that attract 10k to 15k people from the U.S. and around the world. It takes place November 25-30, 2009. As of August 2009, 15 cultural events with 13 being musically driven, have been scheduled and more are being planned to celebrate the culture and exotic side of Miami and Miami Beach. Care Resource rigorously markets these events via print, television, internet advertising/promotions, and has an established history of repeat visitors and strong word of mouth.

On Nov 24th the Welcome Center at The National Hotel opens its doors. This is the place to pickup event/bus tickets, buy souvenirs, and get information. On Friday Nov 27th White Dreams™ at Club Space and the main women's event, will take place. On Saturday Nov 28th, the popular Pool Party returns at The National Hotel, followed by the crown jewel event of the week, The 25th Annual White Party at Vizcaya. About 2,000 attend this renowned event at the historic Vizcaya Museum and Gardens. The White Party itself, the main event of the week, will once again be held at the world famous Villa Vizcaya Museum and Gardens, on November 29th. This main event will feature world re-known DJ/Producer Tony Moran spinning on the main dance floor overlooking beautiful Biscayne Bay on the East side of the mansion, Pans Woodland Casino at the back of the Mansion grounds which will feature a local recording artist and casino games including poker and blackjack for guests to try their hand to win fabulous prizes. Some of South Florida's favorite restaurants will be spread amongst the Vizcaya grounds handing out tasting portions of their famous cuisines. Thousands of people will be on hand, all dressed in white and some in elaborate costumes that take them months to put together, to once again celebrate this amazing event. Following the main event, guests attend White Starz and the women's event. Sunday brings the popular Muscle Beach™ party. This dance-barefoot-in-the-sand party attracts over 3,000 people to the 12th street beach in Miami Beach. Muscle Beach™ will be followed by Noche Blanca™ and Nov 30th wakes up with White Horizons and ends with Swan Song. Other events are to be scheduled during the week. Event ticket prices range from \$10.00 to \$250.00 and all events are open to the general public.

White Party Week™ is an attractive project for Tourism Development Council funds due to visitor demographics, which include sophisticated professionals from the upper echelons of the international straight and gay community, and the extensive media coverage that Miami and Miami Beach receive. Care Resource targets 24-44 year old, upscale gay and lesbian travelers locally and globally through advertisements in print magazines, newspapers, flyers, radio, TV, Internet, and club promotions that began in July and peak in October. The household incomes of 78% of our guests are greater than \$60,000, 70% of tourists stay in Miami and Miami Beach hotels, and 75% stay between 4-14 nights. More than 800 room-nights have been blocked and it is expected that more than 2,000 room-nights will be used by White Party Week™ visitors. Care Resource and Orbitz.com, one of the largest online travel agencies, are collaborating for multiple ticket contests and hotel room blocks. This year the host hotel is the National Hotel. In addition to a host hotel we also have contracts with preferred hotels which are The Epic, The South Beach Group Hotels, and the Z Hotel.

Major sponsors include: MEDIA-Gay Guide Toronto (Canada); QX London & AXM Magazine (UK); Sydney Star Observer (Australia); Noize, Instinct (Nat.); David Magazine & Southern Voice (Atlanta); Next Magazine (NY); In LA (California); Washington Blade; Hot Spots, 411 Magazine & others (Florida); and over 1000 internet outlets around the world. HOTELS/RESTAURANTS- The National, South Beach Group Boutique Hotels, and in negotiation with Ola, North 120, Larios, Doraku, Next Café, Vandyke, and Spris. PRODUCTION: Pete Diaz Productions, Everlast, Kiss the Girl, Kenneth Cole, Nordstrom, Macy's and Sobol Fashion Productions, Inc. Care Resource staff leads White Party planning with assistance of community volunteers to implement each of the events.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>70</u>				65,800	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>30</u>				135,700	6,500
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY		89,280		22,500		66,780	98,000
PRINTING		17,165				17,165	
POSTAGE		280				280	
IN-COUNTY TRAVEL		750				750	
OUT OF COUNTY TRAVEL		15,370				15,370	21,660
EQUIPMENT RENTAL		88,330				88,330	980
EQUIPMENT PURCHASE		500				500	
SPACE RENTAL		61,617				61,617	25,000
INSURANCE		2,200				2,200	
UTILITIES		2,213				2,213	
SUPPLIES/MATERIALS		27,950				27,950	1,600
OTHER COSTS (ITEMIZE BELOW):							
TICKET CC FEES		13,000				13,000	
FOOD & BEVERAGE		6,250				6,250	26,260
BUS SERVICE		1,800				1,800	
WORKING CAPITAL		223,272				223,272	
PROFESSIONAL SERVICES		30,545				30,545	
LICENSES		565				565	

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

22,500

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

782,587

= 22,500 + 760,087

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

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

180,000

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

\$962,587

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 2009-2010

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	628,687		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	50,000	153,740	ORBITZ, NATIONAL, RKM, U-HAUL, MEDIA
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	25,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Beverage	43,900	26,260	BACARDI/PRESIDENTE/BARE-FOOT
Bus Tickets	1,200		
Silent Auction	2,800		
Handling Fees	5,000		
Merchandise	3,500		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	22,500		

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

782,587

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

180,000

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

\$ 962,587

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-5

ORGANIZATION: Cultural Council, Inc., The

GRANT REQUEST: \$15,000

TITLE OF EVENT: 19th Annual in the Park with Art

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: October 31, 2009 - November 1, 2009

EVENT LOCATION: Palmetto Bay Village Center: Old Cutler Road at SW 184 Street

DESCRIPTION:

Funds are requested to support the 19th Annual in the Park with Art, a free, juried two-day fine art show at Palmetto Bay Village Center: Old Cutler Road at SW 184 Street on October 31 - November 1, 2009. The show attracts over 100 artists from across the country.

HOTEL CONFIRMATION:

None

OUTSIDE MEDIA:

None

PREVIOUS TDC FUNDING:

\$5,400 (08-09); \$6,000 (07-08); \$6,750 (06-07); \$7,500 (05-06); (End of Cycle -\$7,500 (04-05)); \$3,500 (03-04); \$4,000 (02-03); \$4,500 (01-02); \$5,000 (00-01)

OTHER GOVERNMENT FUNDING:

N/A

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation):
 The Cultural Council, Inc.

839020088

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 7745 SW 142 Street

City: Palmetto Bay State: FL Zip: 33158 Website: www.culture-council.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1990

(7) FEI#: 65 - 0200541 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: Aug 3, 2009 Time: 11:00 a.m. Sue Camp, Liaison

(10) Name: Yolly Buchmann Mr. Mrs. Ms. Miss Dr.

Title: President Phone (day): (305) 238 - 1811 ext.

Email: mimibuch@bellsouth.net Fax: (305) 238 - 1298 Phone (other): (305) 238 - 0703 ext.

PROJECT INFORMATION

(11) Project Title: 19th Annual IN THE PARK WITH ART

(12) Starting and Ending Dates: Oct 31-Nov 1, 2009 (13) Starting and Ending Times: 10:00am-5:00pm

(14) Address or Location of Project: Palmetto Bay Village Center: Old Cutler Road at SW 184 Street

(15) Municipality in which project will take place (use codes): Primary: # 32 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: # 8 Florida State Senate District: #36

Florida State House District: #115 U.S. Congress District: # 21

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

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

(18) Expected Participation (# of individuals): 10,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 100 # of Youth (Ages 13-18): 150

of Children (Ages 6-12): 150 Total # - All Ages (Ages 0-18): 400

(18b) Total Participation: 14,000 Audience/Attending: Performing/Instructing 375
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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

IN THE PARK WITH ART is a nationally acclaimed fine art show that was first presented at the Deering Estate 22 years ago. The juried show was enthusiastically received by artists and art lovers who annually attend the event hailing from all over Dade, Broward and Monroe Counties. The prestigious publication, Sunshine Artist, has recognized the show three times among the best 100 fine art shows in the nation.

The event has a great deal of appeal to tourists, specially those who are in South Florida during the cold winter weather up north. They will experience balmy weather while they view and purchase art from painters, sculptors, photographers, while listening to the mellow sounds of a jazz band or to a string quartet. Expected attendance: 10,000 plus.

The 19th Annual IN THE PARK WITH ART will be held on October 31 and November 1st on the grounds of Palmetto Bay Village Center on Old Cutler Road at SW 184 Street. The property overlooks Biscayne Bay. 100 artists are expected and includes a number of artists who have been with our show since its inception; others travel from other Florida cities; from other states and one artist from England.

The show opens at 10:00 am both Saturday and Sunday and ends at 5:00 p.m. There is a Child's Corner where children learn to make masks, paint, draw, mold pottery. This year we are introducing the Students' Art Village where talented young artists from area high schools display their art. Orchestras and bands from South Miami Dade will provide the music throughout both days. 20 food vendors have been selected to provide and sell at the event.

Extensive marketing is ongoing for this event with 30-second Publix Service Announcements on WPLG-Local 10 and on 8 cable stations through Comcast Spotlight - both of these who are partial sponsors and so listed in the program and on our website: www.culture-council.org. Ads are displayed in Community Newspapers, Sun Sentinel, Palmetto Bay News, El Nuevo Herald, Neighbors and Miami Herald who is a sponsor providing matching ads. Several banks from South Miami to Homestead are inserting 70,000 small flyers about the event with their statements. Public Radio Classical South Florida and WDNA Radio are airing 30-second commercials. Flyers by the thousands are distributed by Publix Markets from Coral Gables to Key Largo. This year we were unable to have hotels as sponsors due to the economy but arrangements have been made with Quality Inn South to house the artists and reservations have already been made.

There are no other organizations involved in this event other than the schools.

It takes approximately nine or ten months to see this project to its completion. Shortly after the event is finished meetings are held to evaluate the show, see what worked and what did not. This has been an especially difficult year because of the economic impact. Our corporate underwriting has gone down immensely; prices have increased and having to change venues due to the management of the Village of Palmetto Bay wanting to charge high fees for the use of the park was very distressing and costly.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	1	1,000			1,000	
ARTISTIC:	NUMBER OF ARTISTS:	100	4,000			4,000	
TECHNICAL:	NUMBER OF EMPLOYEES:	6	5,000			5,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	4	4,000			4,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	3	3,000			3,000	
MARKETING/PUBLICITY		65,000		15,000		50,000	2,000
PRINTING		10,000				10,000	
POSTAGE		5,000				5,000	
IN-COUNTY TRAVEL		-0-				-0-	
OUT OF COUNTY TRAVEL		-0-				-0-	
EQUIPMENT RENTAL		9,000				9,000	
EQUIPMENT PURCHASE		-0-				-0-	
SPACE RENTAL		-0-				-0-	
INSURANCE		3,000				3,000	
UTILITIES		3,000				3,000	
SUPPLIES/MATERIALS		4,000				4,000	
OTHER COSTS (ITEMIZE BELOW):							
Peace Keepers Security Inc.		8,000				8,000	

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

15,000

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

124,000

= 15,000 + 109,000

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

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

2,000

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

126,000 \$

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 2009-2010

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

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	-0-	-0-	
CONTRACTED SERVICES	-0-	-0-	
TUITIONS	-0-	-0-	
CORPORATE SUPPORT	5,000	2,000	Miami Herald
FOUNDATION SUPPORT	-0-	-0-	
PRIVATE/INDIVIDUAL SUPPORT	-0-	-0-	
GOVERNMENT GRANTS (Identify source)			
FEDERAL	-0-	-0-	
STATE	-0-	-0-	
LOCAL	-0-	-0-	
APPLICANT CASH ON HAND	-0-	-0-	
OTHER REVENUES (Itemize below)			
Artists fees	65,000		
Food Vendors fees	8,000		
Exhibitors fees	3,000		
Beverages/snacks sales	12,000		
Ads for program sales	10,000		
Posters and Raffle sales	6,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

(49) TOTAL CASH REVENUES
(MUST EQUAL #45 ON PAGE 7) 124,000

(50) TOTAL IN-KIND CONTRIBUTIONS
(MUST EQUAL #46 ON PAGE 7) 2,000

(51) TOTAL PROJECT REVENUES
(MUST EQUAL #47 ON PAGE 7) \$ 126,000 * Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

ORGANIZATION: Dave and Mary Alper Jewish Community Center, Inc.

Agenda Item No.: A-6

TITLE OF EVENT: 2009-2010 Visual Arts Season

GRANT REQUEST: \$12,000

EVENT CATEGORY: Special Events/Promotions

RECOMMENDATION: \$12,000

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: October 01, 2009 - December 3, 2009

EVENT LOCATION: 11155 SW 112th Avenue

DESCRIPTION:

Funds are requested to support the Dave and Mary Alper JCC's gallery exhibits for the 2009-2010 season. The gallery offers visual arts programs free of charge to the community and features Jewish and local non-Jewish artists, reflecting themes of diversity, inclusion, tradition/history and assimilation. This season's exhibits include, "The Enamel Guild South," enamel designs from South Florida artists and "Elena Ehrenwald Photography."

HOTEL CONFIRMATION:
one

OUTSIDE MEDIA:
one

PREVIOUS TDC FUNDING:

\$500 (08-09); \$15,000 (07-08); {\$9,000 (06-07) End of Cycle}; \$10,500 (05-06); \$12,000 (04-05); \$500 (03-04); \$15,000 (00-01)

OTHER GOVERNMENT FUNDING:

Kramer Memorial Fund - \$2,000
of FL - \$18,400 Pending
of Florida Women's Giving Circle - \$15,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-_____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

(3) Organization Name (exactly as it appears on Articles of Incorporation):
 Dave and Mary Alper Jewish Community Center

DUN & BRADSTREET D-U-N-S #

606892081

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization Address: 11155 SW 112th Avenue

City: Miami

State: FL

Zip: 33176

Website: www.alperjcc.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(7) FE#: 59 - 2736411

(6) Year of Incorporation: 1934

(9) Required Pre-application Consultation:

Date: July 15

(8) State of Incorporation: FL

Time: 10:00 am

(10) Name: Suzy Breitner

Title: Visual Arts Director

Mr. Mrs. Ms. Miss Dr.

Email: sbreitner@alperjcc.org

Fax: (305) 271 - 1685

Phone (day): (305) 271 - 9000 ext. 265

Phone (other): (305) 238 - 4250 ext.

PROJECT INFORMATION

(11) Project Title: 2009-2010 Visual Arts Season, 1st Quarter – October – December, 2009

(12) Starting and Ending Dates: 10/01/09 – 12/31/09

(13) Starting and Ending Times: 12:00 noon – 5:00 pm

(14) Address or Location of Project: 11155 SW 112th Avenue

(15) Municipality in which project will take place (use codes):

Primary: # 1

Secondary: # 99

- 01 Miami
- 02 Miami Beach
- 03 Coral Gables
- 04 Hialeah
- 05 Miami Springs
- 06 North Miami
- 07 North Miami Beach
- 08 Opa-Locka
- 09 South Miami

- 10 Homestead
- 11 Miami Shores
- 12 Bal Harbour
- 13 Bay Harbor Island
- 14 Surfside
- 15 West Miami
- 16 Florida City
- 17 Biscayne Park
- 18 El Portal

- 19 Golden Beach
- 20 Pinecrest
- 21 Indian Creek Village
- 22 Medley
- 23 North Bay Village
- 24 Key Biscayne
- 25 Sweetwater
- 26 Virginia Gardens
- 27 Hialeah Gardens

- 28 Aventura
- 29 Islandia
- 30 Sunny Isles Beach
- 31 Miami Lakes
- 32 Palmetto Bay
- 33 Miami Gardens
- 34 Doral
- 35 Cutler Bay
- 99 Unincorporated

(16) Miami-Dade Commission District: # 08

Florida State House District: # 114

Florida State Senate District: # 38

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): 4000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 0

of Children (Ages 6-12): 3000

of Youth (Ages 13-18): 200

Total # - All Ages (Ages 0-18): 3200

(18b) Total Participation: (All Adults PLUS All Children)

Audience/Attending: 4000

Performing/Instructing 20

(19) Primary Population:

(check only one)

- Children
- Senior Citizens
- At-Risk Youth/Adults
- Minorities
- Persons with Disabilities
- General (no specific)

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? Justify how this program has cultural and/or tourism aspects. **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? **What** are your marketing efforts? Do you have any media and/or hotel sponsors? 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

First Quarter Futernick Family Art Gallery: October 22 – December 6, 2009: Enamel Guild South: Part of the Futernick Family Art Gallery mission is to act as a venue for South Florida artists. The Enamel Guild South returns with exciting new designs from jewelry to art for the home. This exhibition will showcase magnificent jewelry, boxes, wall pieces and other items made using various techniques including cloisonné, champlevé, basse-taille, and plique-a-jour. This exhibit will be presented simultaneously with our Annual Book Festival.

Dec. 13, 2009 – February 14, 2010: Elena Ehrenwald Photography: The photography of Elena Ehrenwald opens a window on to a private world where dreams, memories and fantasies intersect, incorporating atmospheric surrealism. This Miami artist grew up in Mexico City, a world capital for its creative turbulence, and an environment that helped shape her aesthetic. The otherworldly atmosphere in her photographs is enhanced by a command of darkroom techniques, including the use of infrared film for its dreamlike qualities, superimposed imagery from multiple negatives and selective bleaching and re-development of prints.

First Quarter Lisa Ann Watson Children's Discovery Museum: Sept. 21, 2009– Jan. 10, 2010: Torn from Home: My Life as a Refugee Home: My Life as a Refugee (TFH): Today, more than 30 million people around the world have been displaced due to war and violence; nearly 10 million are children. TFH takes young audiences on an inspiring, hands-on journey into the extraordinary lives of children who are forced to flee their homes and seek safety in a new land. It contains actual refugee camp settings, hands-on interactive displays, and the photographs, artwork and testimonials of refugee children from diverse countries such as Congo, Columbia, and Afghanistan. Visitors can explore what it means to be a refugee and better understand their hardships and hope for a brighter future. Designed for children aged 8 to 12 years, the exhibit gives a balanced view of the plight of refugees, and demonstrates to people of all ages the importance of human rights. Because the refugee experience in South Florida differs in many ways from the international experience, we are developing an additional component to highlight the refugees who have migrated to our own community, in the form of panels with text and photos. Active Voice, a nationally recognized non-profit team of strategic communication specialists, has partnered with TFH and has helped the Alper JCC identify and bring together South Florida refugee agencies, including International Rescue Committee; Dept. of Children and Families; World Relief Corp.; Miami-Dade County Public Schools; Lutheran Services of Florida; Youth Co-Op, Inc.; Miami Coalition of Christians and Jews; and others. Schools will receive pre-and post-visit activities in a comprehensive Education Packet. School Tours will be \$5 per student or whatever the schools can afford; 1/2 price or free tours will be available to underserved groups. Hopefully, TDC dollars will help pay for some buses, which will help cash-strapped teachers to bring their students to the exhibit. Several Book Festival events will complement TFH including American Girl Book with the introduction of a new ethnic doll, teaching lessons of compassion and inclusion.

Exhibit information will be included in: Book Festival Brochure, sent to 12,000 people; our interactive website and our CenterStage monthly newsletter; regular email blasts to membership and the community reaching about 5,000; our annual Cultural Arts Season Playbill; calendar listings for print and broadcast coverage; a bi-monthly article about our cultural arts programs in the Pinecrest Tribune. Also planned are print ads in Family Magazine, an exhibit sponsor, The Miami Herald and Jewish Journal. We are exploring new marketing possibilities with Facebook, Twitter, YouTube, etc. About 4,000 people are expected.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>26,322</u>		<u>3,000</u>	<u>23,322</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>1</u>		<u>2,000</u>		<u>0</u>	<u>2,000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>4</u>		<u>4,400</u>		<u>2,000</u>	<u>2,400</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>0</u>		<u>0</u>		<u>0</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>6</u>		<u>0</u>		<u>0</u>	<u>1,250</u>
MARKETING/PUBLICITY				<u>8,200</u>		<u>4,000</u>	<u>4,200</u>
PRINTING				<u>4,000</u>		<u>0</u>	<u>4,000</u>
POSTAGE				<u>1,000</u>		<u>0</u>	<u>1,000</u>
IN-COUNTY TRAVEL				<u>0</u>		<u>0</u>	
OUT OF COUNTY TRAVEL				<u>0</u>		<u>0</u>	
EQUIPMENT RENTAL				<u>1,000</u>		<u>0</u>	<u>1,000</u>
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>	
SPACE RENTAL				<u>0</u>		<u>0</u>	
INSURANCE				<u>450</u>		<u>0</u>	<u>450</u>
UTILITIES				<u>1,000</u>		<u>0</u>	<u>1,000</u>
SUPPLIES/MATERIALS				<u>1,800</u>		<u>0</u>	<u>1,800</u>
OTHER COSTS (ITEMIZE BELOW):							
SHIPPING				<u>6,628</u>		<u>1,000</u>	<u>5,628</u>
BUSES				<u>8,000</u>		<u>2,000</u>	<u>6,000</u>
OPENING EVENTS				<u>500</u>		<u>0</u>	<u>500</u>

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

12,000

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

65,300 = **12,000** + **53,300**

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

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

1,250

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

\$ 66,550 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 2009-2010

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>12,000</u>		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT	<u>17,000</u>		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE <u>Division of Cultural Affairs</u>	<u>13,800</u>		
LOCAL <u>YEP</u>	<u>10,000</u>		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>Art sales</u>	<u>500</u>		
<u>VOLUNTEERS</u>		<u>1,250</u>	<u>JCC MEMBERSHIP, REFUGEE SERVICE AGENCIES</u>
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	<u>12,000</u>		

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

65,300

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

1,250

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

\$ 66,550

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

ORGANIZATION: Edge Zones, Inc.

Agenda Item No.: A-7

TITLE OF EVENT: Zones Contemporary Art Fair

GRANT REQUEST: \$15,000

EVENT CATEGORY: Special Events/Promotions

RECOMMENDATION: \$7,500

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: December 3 - December 7, 2009

EVENT LOCATION: 47 NE 25th Street, Miami, FL 33127

DESCRIPTION:
Funds are requested to support Zones Contemporary Art Fair held on December 3-7, 2009. Edge Zones facility in Wynwood will be transformed to exhibit 200 Latin American, Caribbean and local artists in conjunction with Art Basel Miami Beach 2009.

HOTEL CONFIRMATION:
Pending

OUTSIDE MEDIA:
e

PREVIOUS TDC FUNDING:
\$5,000 (08-09); \$5,000 (07-08); \$5,000 (06-07); \$2,500 (05-06)

OTHER GOVERNMENT FUNDING:
\$19,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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@miamidadade.gov

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

(3) Organization Name (*exactly as it appears on Articles of Incorporation*): **EDGE ZONES, INC.** **DUN & BRADSTREET D-U-N-S #**
#183948541

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 47 N.E. 25th St., Miami, FL 33137

City: Miami Beach State: FL Zip: 33239 Website: www.zonesartfair.org/edgezones.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2004

(7) FEI#: 20 - 2670180 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3 p.m.

(10) Name: Charo Oquet Mr. Mrs. Ms. Miss Dr.

Title: Director Phone (day): (305)576- 4001 ext.

Email: charooquet@me.com Fax: (305- 576- 4001) Phone (other): (305)303 - 8852 ext.

PROJECT INFORMATION

(11) Project Title: ZONES CONTEMPORARY ART FAIR

(12) Starting and Ending Dates: 12/3/09-12/7/09 (13) Starting and Ending Times: 8 am- 11 pm.

(14) Address or Location of Project: 47 NE 25th St., Miami, FL 33137

(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: # 03 Florida State Senate District: # 39

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

(18) Expected Participation (# of individuals): 20,000

(18a) Numbers of children to be served by project (*Attending, Participating and/or Performing COMBINED*):

of Infants/Preschool (Ages 0-5): 50 # of Youth (Ages 13-18): 400

of Children (Ages 6-12): 350 **Total # - All Ages (Ages 0-18):** 800

(18b) Total Participation: Audience/Attending: 18,468 Performing/Instructing 68
 (All Adults PLUS All Children) 20,000

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

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? Justify how this program has cultural and/or tourism aspects. **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? **What** are your marketing efforts? Do you have any media and/or hotel sponsors? 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 4th edition of, ZONES Contemporary Art Fair Miami 2009, offers the possibility to discover a new and potent mix of artists within a experimental space. This niche fair/event, including a "Red Carpet" photo session, food-tasting talks, cocktails, exhibition, video screenings, music, performance and publications. This year's offers affordable multiples and limited edition art works, daily speed date sections with curators and artists. Zones is divided into 3 sections: 1) *General Program* : Open to galleries 2) *Solo Projects*: featuring solo artist presented either by galleries or individual artists responding to the open call, selected via "application" by the section's curator. 3) *Florida Room* (This will change daily) (Artists are encouraged to submit to this section; winner will be given an honorarium for the production of the piece.) 4) *Zones Multiples and editions* Individual artists are asked to submit work to be included in this section. 5) *Fast Forward*: This space will change the exhibitions daily, providing opportunity to many artists. Zones Performance is open to all ideas and proposals for presentations (up to 30 minutes in duration. **How:** A call to artists and galleries has been created through Zones News email blast, and through Facebook . Our www.zonesartfair.com has been updated to include application. A media campaign will follow. We have a contractual agreement with the building owner to expand our normal gallery space. Curators and speakers will be contacted and daily schedule of speakers will be created. Daily updates will also be sent out through Tweeter. We have hired a person to act as liaison between local businesses and a partnership with ZONES will attract tourists to Miami through electronic and print marketing, multiple media fronts, participation by VIP art celebrities, word of mouth, and hospitality support for foreign journalists and art critics to ensure international coverage. We anticipate more than 30,000 visitors based on past attendance. We will hire people to hand out postcards for a month before and during the fair both in Wynwood and in by the Convention Center. Posters will be placed in key spots around town. **When:** December 3-7, 2009, from 10 a.m. to 7 p.m. daily in parallel with Art Basel. Twenty special events are planned: 1) breakfast reception in conjunction with the Wynwood Art District, 2) evening food and drink reception free to the public, 3-5) daily brunch Dec. 5-7 by invitation, 6-8) discussions and lectures 9-20) Daily change of artists exhibits, special performances (30 min. each). **Where:** All events will take place at the Edge Zones Art Complex, 47 NE 25th St., Miami, FL 33127, in the Wynwood neighborhood of Miami and in a hotel in South Beach. Collaborating with and located across from Aqua Art Fair, ZONES has helped maintain interest in an area normally closed and has helped revitalized the area east of N. Miami Ave. making Wynwood a force. **Why:** Local arts organization must use this opportunity that Art Basel offers and participate in the most important art event in the USA. ZONES, is part of Edge Zones international strategy to brand local art organization and to connect them to the International art world. With the help of art and artists as creative public agents it has taken on an integral role much needed for an art fair, because it organizes artists and academic programs and serves as a vehicle for international exchange providing a forum for collectors, artists, art professionals, and aficionados to rendezvous and exchange ideas. A counter-balance complementing the more commercial fairs, Zones will be attracting a different set of people. Zones aims to promote and prioritizes the subject of local community using cultural discourse to reinforce and enhance the young Wynwood Art District as a "must visit" place of interest for art lovers within close distance to beaches and hotels. The amount of free publicity that the art fair generates in top international journals, its continuity and high standards have helped to firmly brand Miami as an art capital, establishing the city year round as a an important venue for artists, galleries and other art professionals.

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>1</u>	2000		1000		1000	2000
ARTISTIC:	NUMBER OF ARTISTS: <u>1</u>	4000		2000		2000	2000
TECHNICAL:	NUMBER OF EMPLOYEES: <u>1</u>	1000				1000	1000
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>10</u>	10000		1000		9000	3675
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>12</u>	14000		2000		12000	1000
MARKETING/PUBLICITY		8500		1500		7000	2000
PRINTING		3650		1000		2650	500
POSTAGE		500				500	
IN-COUNTY TRAVEL		300				300	
OUT OF COUNTY TRAVEL		2000				2000	
EQUIPMENT RENTAL		500				500	500
EQUIPMENT PURCHASE							
SPACE RENTAL		7000		4000		3000	2000
INSURANCE		1750				1750	
UTILITIES		2000		500		1500	2000
SUPPLIES/MATERIALS		9500		2000		7500	
OTHER COSTS (ITEMIZE BELOW):							
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____

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

15000

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

66700

=

15000

+

51700

16675

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

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

16675

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

\$ 83375

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 2009-2010

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 #	3000		
CONTRACTED SERVICES	7,000	2000	PABLO, R. UBIERA, MORALES
TUITIONS			
CORPORATE SUPPORT	2000	9500	GROLSCH, BRUGAL, BACARDI
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	10000	5175	RON COYLE, L. JOHNSON
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____	2000		CULTURE BUILDS FLORIDA
LOCAL _____	2000		HANNIBAL COX JR.
APPLICANT CASH ON HAND	7000		
OTHER REVENUES (Itemize below)			
Art Sales	8700		
BOOTH RENTAL	10,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

66700

16675

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

16675

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

\$83,375

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

ORGANIZATION: Exponica International, Inc.

Agenda Item No.: A-8

TITLE OF EVENT: Exponica International 2009 "La Feria de las Americas"

GRANT REQUEST: \$25,000

RECOMMENDATION: \$12,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: November 13-15, 2009

EVENT LOCATION: Miami Dade Fair & Expo Center - 10901 SW 24th St

DESCRIPTION:

Funds are requested to support Exponica International "La Feria de las Americas" 2009, which is scheduled to take place on November 13-15, 2009. The three-day cultural event features folkloric dances, artists, sculptors from Central and South America. The performers hail from over 17 different countries from diverse institutions.

HOTEL CONFIRMATION:

Hampton Inn Hotel - 600 room nights

OUTSIDE MEDIA:

Wmundo 51 WSCV
Zol 95.7 FM

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$15,000 (07-08); {\$5,000 (06-07)End of Cycle}; \$5,250 (05-06); \$6,000 (04-05); \$6,750 (04); \$7,500 (02-03)

OTHER GOVERNMENT FUNDING:

- \$80,000 Pending

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name *Exponica International, Inc*

015901122

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 10380 West Flagler St

City: Miami State: FL Zip: 33174 Website: www.exponica.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1999

(7) FEI#: 65 - 0894832

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 7/28/09 Time: 4:55

(10) Name: Eduardo Arroyo

X Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

Phone (day): (305) 227-2929 ext.

Email: eduardoarroyo@exponica.org

Fax: (305) 227-2966

Phone (other): (786) 210-4724 ext.

PROJECT INFORMATION

(11) Project Title: Exponica International 2009 "La Feria de las Americas"

(12) Starting and Ending Dates: Nov 13, 14, 15, 2009 (13) Starting and Ending Times: 10:00am /11:00pm

(14) Address or Location of Project: Miami Dade Fair Expo Center, 10901 sw 24 St Miami FL 333165

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

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

(16) Miami-Dade Commission District: # 11 Florida State Senate District: # 38

Florida State House District: # 114 U.S. Congress District: # 21

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

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

(18) Expected Participation (# of individuals): 65,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 945 # of Youth (Ages 13-18): 3,150

of Children (Ages 6-12): 1,575 Total # - All Ages (Ages 0-18): 5,670

(18b) Total Participation: Audience/Attending: 65,000 Performing/Instructing 450
 (All Adults PLUS All Children)

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

PROJECT REVENUE BUDGET 2009-2010

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	156,000		
CONTRACTED SERVICES	50,000		
TUITIONS	0		
CORPORATE SUPPORT	105,000	45,000	TACA AIRLINES, TELEMUNDO 51
FOUNDATION SUPPORT	0		
PRIVATE/INDIVIDUAL SUPPORT	0		0
GOVERNMENT GRANTS (Identify source)			
FEDERAL	0		
STATE	0		
LOCAL Fest and Special Events	60,000		
APPLICANT CASH ON HAND	5,000		
OTHER REVENUES (Itemize below)			
Concessions	10,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

411,000

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

45,000

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

\$ 456,000

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

ORGANIZATION: Florida Dance Association, Inc.

Agenda Item No.: A-9

TITLE OF EVENT: Florida Dance Festival Winterfest

GRANT REQUEST: \$25,000

EVENT CATEGORY: Special Events/Promotions

RECOMMENDATION: \$18,000

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: December 27, 2009 - January 3, 2010

EVENT LOCATION: 25 NE 2nd Street, 8th Floor & 1040 Lincoln Road

DESCRIPTION:

Funds are requested to support the marketing efforts for the "Florida Dance Festival Winterfest" scheduled on December 27, 2008 through January 3, 2009 in Miami Beach. The program will offer educational programs and training for professional dancers and students and offer collaborative opportunities for choreographers. The program also features a series of public performances.

HOTEL CONFIRMATION:

Indian Creek Hotel
Courtyard by Marriott

OUTSIDE MEDIA:

None

PREVIOUS TDC FUNDING:

\$8,000 (07-08); \$5,100 (06-07) End of Cycle; \$5,600 (05-06); \$6,400 (04-05); \$7,200 (03-04); \$8,000 (02-03)

OTHER GOVERNMENT FUNDING:

- \$50,000 Pending
- \$50,000 Pending
- Cultural Performance Network - \$6,000

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM**

TDC/10-___

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

624326831

Florida Dance Association

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 111 SW 5th Avenue, Suite 202

City: Miami State: FL Zip: 33130 Website: www.floridadanceassociation.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation:

(7) FEI#: 59 - 1760273

(8) State of Incorporation:

(9) Required Pre-application Consultation: Date: July 27 Time: 10:00 am

(10) Name: Bill Doolin Mr. Mrs. Ms. Miss Dr.

Title: Director

Phone (day): (305) 547 - 1117 ext.

Email: billd@floridadanceassociation.org

Fax: (305) 547 - 1117

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Florida Dance Festival WinterFest

(12) Starting and Ending Dates: 12/27/09-01/03/10

(13) Starting and Ending Times:

(14) Address or Location of Project: Multiple locations, Miami & Miami Beach

(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: # 05

Florida State Senate District: # 38

Florida State House District: # 107

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):

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18): 50

of Children (Ages 6-12): 20

Total # - All Ages (Ages 0-18): 70

(18b) Total Participation:
(All Adults PLUS All Children)

Audience/Attending: 1162

Performing/Instructing: 42

(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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Dance Association (FDA) will produce the 2nd Florida Dance Festival WinterFest (WinterFest) Sunday, Dec. 27, 2009 – Sunday, Jan. 3, 2010 in Miami and Miami Beach. Major components include public performances and education, training and professional development programs.

For 35 years Florida Dance Association has built a national reputation for excellence in both educational programming and for the quality of artists it presents in performance. FDA programs have made a lasting impression on participants and audiences by helping to broaden their understanding and appreciation of one's own and other cultures through dance. Two inextricably linked components, performance and education, will make **WinterFest** a successful program in gathering both disparate circles of the national dance community and diverse South Florida audiences. Through **WinterFest**, FDA's primary goals are to: a) provide outstanding quality dance education and training in a wide range of styles; b) expose dancers and audiences to exceptional contemporary and culturally-specific artists whose work reflects the quality and diversity of the art form; c) provide creative and working opportunities to Florida and visiting guest artists; d) produce an high-quality event that will attract both attention and attendance of regional, national and international significance.

For **WinterFest** four public performances are planned featuring dance by regionally, nationally and internationally acclaimed dance artists and companies. Performance venues to be used are New World Dance Theater (capacity 200) in downtown Miami, the Colony Theater on Miami Beach (capacity 425) and the Byron Carlyle Theater in the North Beach area of Miami Beach (capacity 300). Tickets are \$5.00 - \$25.00 depending on venue. We offer discounts to seniors, students and group rates.

WinterFest's performance series current plans call for 3 concerts on Miami Beach, 2 at the Colony Theatre on *Wed, December 30, 2009* with **Bill Young/Colleen Thomas and Dancers** from New York, NY and on *Sunday, Jan. 3, 2010* a shared concert with **danceAble** company **AXIS Dance Company** from Oakland, CA; and **Wally Cardona and Rahel VonMoos** from New York, NY and **Dance Miami**, a program showcasing Miami Dade based Choreographers and companies, *Tuesday, Dec. 29*, at the Byron Carlyle Theatre on Miami Beach. Other performances will include **Florida Dances, Sunday, December 27, 2009** at the New World Dance Theater in downtown Miami.

WinterFest curriculum will include of ballet, modern dance, hip hop, improvisation, and cultural dance forms such as, Afro-Brazilian, Spanish, or dances of other cultures; Pilates and **danceAble**, a program within **WinterFest** for individuals with and without disabilities. Classes and workshops are held from 9:00 am–5:00 pm each day from **December 27-31, 2009** at New World School of the Arts in downtown Miami.

We have blocked 260 roomnites at the Courtyard by Marriott Downtown and the Indian Creek Hotel. Based on attendance last year we are anticipating audiences of over 1,100 and 140 students. We will use the Miami Herald, WLRN and Classical South Florida 89.7 to spread the word as well as the FDA website, www.floridadanceassociation.org, Facebook and e-mail.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>54621</u>		<u>1500</u>	<u>53121</u>
ARTISTIC:	NUMBER OF ARTISTS:	_____		_____		_____	_____
TECHNICAL:	NUMBER OF EMPLOYEES:	_____		_____		_____	_____
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>28</u>		<u>48595</u>		<u>10000</u>	<u>38595</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>11</u>		<u>12800</u>		<u>2500</u>	<u>10300</u>
MARKETING/PUBLICITY				<u>33000</u>		<u>5000</u>	<u>28000</u>
PRINTING				<u>5500</u>		<u>2500</u>	<u>3000</u>
POSTAGE				<u>4500</u>		<u>2500</u>	<u>2000</u>
IN-COUNTY TRAVEL				<u>2000</u>		<u>2000</u>	
OUT OF COUNTY TRAVEL				<u>52958</u>		<u>52958</u>	
EQUIPMENT RENTAL				<u>1500</u>		<u>1500</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>7500</u>		<u>1000</u>	<u>6500</u>
INSURANCE				<u>2800</u>		<u>2800</u>	
UTILITIES				<u>1000</u>		<u>1000</u>	
SUPPLIES/MATERIALS				<u>1500</u>		<u>1500</u>	
OTHER COSTS (ITEMIZE BELOW):							
	T-SHIRTS			<u>1000</u>		<u>1000</u>	
	HOSPITALITY			<u>3000</u>		<u>3000</u>	
	SECURITY/CLEANING			<u>4000</u>		<u>4000</u>	

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

25000

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

236274 = **25000** + **211274**

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

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

26100

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

262374 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 2009-2010

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>10528</u>		
CONTRACTED SERVICES	<u>7525</u>		
TUITIONS	<u>30581</u>		
CORPORATE SUPPORT	<u>4500</u>	<u>26100</u>	<u>HERALD, WLRN, NWSA</u>
FOUNDATION SUPPORT	<u>3500</u>		
PRIVATE/INDIVIDUAL SUPPORT	<u>2500</u>		
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>NEA</u>	<u>30000</u>		
STATE <u>DCA Expansion</u>	<u>10000</u>		
<u>Miami Beach CAC</u>			
<u>Miami Dade DCA Festi-</u>			
LOCAL <u>vals</u>	<u>56712</u>		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>National Performance Network</u>	<u>6000</u>		
<u>Tigertail Productions, danceAble</u>			
<u>Partner</u>	<u>19628</u>		
<u>Boutique Sales</u>	<u>1500</u>		
<u>Program Ad Sales</u>	<u>4500</u>		
<u>Student Hotel Income</u>	<u>23800</u>		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	<u>25000</u>		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	236274		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		26100	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	262374		* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-10

ORGANIZATION: Florida International University Board of Trustees, for the benefit of Frost Art Museum

GRANT REQUEST: \$25,000

TITLE OF EVENT: Frost Art Museum Fall Programming

RECOMMENDATION: \$4,350

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: October 1, 2009 - December 31, 2009

EVENT LOCATION: Frost Art Museum, 10975 SW 17th Street, Miami

DESCRIPTION:

Funds are requested to support the programming and special events for the Frost Art Museum's fall schedule 2009, including the exhibition "The Missing Peace: Artists Consider the Dali Lama." The special events include Green Critics' Lecture Series' guest speaker Robert Thurman, Tibetan monks building a mandala within the museum and Breakfast in the Park with local artist Michele Oka Doner.

HOTEL CONFIRMATION:

The Biltmore (Pending)

OUTSIDE MEDIA:

Miami New Times

PREVIOUS TDC FUNDING:

\$7,500 (08-09); \$4,350 (06-07)

OTHER GOVERNMENT FUNDING:

American Express - \$25,000 (Pending)

Florida Division of Cultural Affairs - \$25,000 (Pending)

Waleskine - \$5,000 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): **071298814**
 Florida International University¹ Board of Trustees fbo Frost Art Museum FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 11200 SW 8th Street, MARC 430

City: Miami State: FL Zip: 33199 Website: www.fiu.edu

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

(5) Corporate Status: **Non-Profit** **For Profit** (6) Year of Incorporation: 1972

(7) FEI#: 23-7047106 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3:00 PM

(10) Name: Carol Damian **Mr.** **Mrs.** **Ms.** **Miss** **Dr.**

Title: Director & Chief Curator Phone (day): (305) 348 - 2278 ext.

Email: damianc@fiu.edu Fax: (305) 348 - 2762 Phone (other): (305) 348 - 6186 ext.

PROJECT INFORMATION

(11) Project Title: Frost Art Museum Fall Programming

(12) Starting and Ending Dates: Oct 1 – Dec31 (13) Starting and Ending Times: 10:00 am – 5:00 pm

(14) Address or Location of Project: 10975 SW 17th Street

(15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: # 25

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: # 38

Florida State House District: # 114 U.S. Congress District: # 21

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

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

(18) Expected Participation (# of individuals):

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 100 # of Youth (Ages 13-18): 200

of Children (Ages 6-12): 300 Total # - All Ages (Ages 0-18): 600

(18b) Total Participation: Audience/Attending: 7500 Performing/Instructing 51
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Frost Art Museum opened the doors to its new 46,000 square foot facility in November 2008. Since opening The Frost has welcomed over 20,000 visitors and has been covered by local, national and international media sources. This fall 2009, The Patricia & Phillip Frost Art Museum will present *The Missing Peace: Artists Consider the Dalai Lama*, and 5 events in coordination with the exhibit. The work in the exhibit examines not only the Dalai Lama, but also the tenants of Buddhism from a culturally diverse group of artists. This exhibit, which was most recently in Madrid, includes the work of 44 leading contemporary artists. This will be the first time the exhibit has been displayed in the southeastern United States.

The opening for *The Missing Peace* will take place on October 9, 2009 and will include the opening of two other exhibitions: *En Vista* by Eduardo del Valle and Mirta Gomez, a photographic examination of the burial practices of the impoverished in the Yucatan Peninsula; and *lacuna in testimony* by Indian Artist Navjot Altaf that explores the issues facing Mumbai's urban poor in the wake of a flood. These two exhibitions are designed to work cohesively with *The Missing Peace's* call for change. The Frost Art Museum's monthly series, Target Wednesday After Hours, will highlight the exhibitions *En Vista* and *lacuna in testimony*. The artists from both will be in attendance to discuss their work on October 14, 2009. On November 4, the series welcomes Dr. Nathan Katz, professor of Religious Studies at FIU, who will hold a symposium entitled "Who is the Dalai Lama, what is a Mandala?", while The Monks of the Drepung Loseling Monastery will begin building a mandala that complements *The Missing Peace* exhibition, this too has never been done in the Miami area.

The renowned Green Critics' Lecture Series will welcome Tibetan Buddhist scholar Robert Thurman on October 23, 2009. As the first American ordained a Tibetan Buddhist monk, Dr. Robert Thurman is an advocate for promoting understanding of Tibetan art in western culture and will discuss his book Why The Dalai Lama Matters.

On December 6, The Frost will hold the annual Breakfast in the Park, an official Art Basel Miami Beach event, which will feature an informal lecture by artist Michele Oka Doner over a light breakfast. Oka Doner is a participating artist in *The Missing Peace* exhibition and is renowned for her public installations such as the floor installation at Miami International Airport.

TDC Funding will enable The Frost to adequately promote its events and exhibitions to audiences in town for Art Basel. Since entrance is regularly free to all exhibitions and events, The Museum will work with Art Basel, its satellite fairs and the GMCVB to advertise Frost exhibitions that provides access to tourists during the high season. The Museum will be partnering with Target, *Miami New Times*, *The Miami Herald*, FIU Alumni Association and Student Government Association, among others. All partnering organizations are directly assisting in disseminating marketing information or financing marketing strategies. The Museum negotiated sponsorships with *Miami New Times* and *The Miami Herald* to advertise its fall programs.

The artists for *The Missing Peace* will be staying at The Shore Club, 16 of which will be in attendance at the opening on October 9. Other guests will stay at The Biltmore Hotel.

The Missing Peace and its additional exhibitions provide the community and visitors with an opportunity to learn about the principles of the Dalai Lama and the fundamentals of Buddhism, peace and understanding.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>5</u>		<u>84,653</u>		<u>84,653</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>4</u>		<u>65,069</u>		<u>65,069</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>15</u>		<u>83,500</u>		<u>83,500</u>	<u>9,500</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>5</u>		<u>21,000</u>		<u>21,000</u>	
MARKETING/PUBLICITY				<u>50,419</u>	<u>15,000</u>	<u>35,419</u>	<u>15,300</u>
PRINTING				<u>16,950</u>	<u>10,000</u>	<u>6,950</u>	
POSTAGE				<u>1,900</u>		<u>1,900</u>	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE				<u>20,000</u>		<u>20,000</u>	
UTILITIES							
SUPPLIES/MATERIALS				<u>16,900</u>		<u>16,900</u>	
OTHER COSTS (ITEMIZE BELOW):							
	TRUCKING & HAULING – ART WORK			<u>15,000</u>		<u>15,000</u>	
	CATALOGS			<u>5,000</u>		<u>5,000</u>	
	MOLESKINE NOTEBOOKS						<u>5,000</u>

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

25,000

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

380,391 = **25,000** + **355,391**

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

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

29,800

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

\$410,191 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

FY 2009-2010 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting -- November 17, 2009 8:00am
 First Funding Period

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	Actors' Playhouse Productions, Inc.	18,000	2009-2010 Mainstage Season	10/01/09 to 09/15/10	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-2	Bayfront Park Management Trust Corporation	6,750	Downtown Miami's 2009 New Year's Eve Celebration	12/31/09 to 12/31/09	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
VI. A-3	Center for Emerging Art, Inc.	5,000	Music Map of the World	12/17/09 to 12/20/09	9,000	Continuing / 4th	5,000	5,000	Exempt	4,000	R	
VI. A-4	Community AIDS Resource, Inc. dba Care Resource	22,500	White Party Week - 25th Anniversary	11/25/09 to 11/30/09	22,500	Continuing / 2nd	25,000	25,000	0.9	0	R	
VI. A-5	Cultural Council, Inc., The	5,000	19th Annual in the Park with Art	10/31/09 to 11/01/09	15,000	Continuing / 5th	6,000	7,500	0.6	10,000	R	
VI. A-6	Dave and Mary Alper Jewish Community Center, Inc.	12,000	2009-2010 Visual Arts Season	10/01/09 to 12/03/09	12,000	Continuing / 3rd	13,500	15,000	0.8	0	R	
VI. A-7	Edge Zones, Inc.	7,500	Zones Contemporary Art Fair	12/03/09 to 12/07/09	15,000	Continuing / 5th	7,500	2,500	Exempt	7,500	R	
VI. A-8	Exponica International, Inc.	12,000	Exponica International 2009 "La Feria de las Americas"	11/13/09 to 11/15/09	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
VI. A-9	Florida Dance Association, Inc.	18,000	Florida Dance Festival Winterfest	12/27/09 to 01/03/10	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-10	Florida International University Board of Trustees, for the benefit of Frost Art Museum	4,350	Frost Art Museum Fall Programming	10/01/09 to 12/31/09	25,000	Continuing / 3rd	7,500	4,350	Exempt	20,650	R	
VI. A-11	IsraFest Foundation, Inc.	6,750	24th Israel Film Festival	12/08/09 to 12/17/09	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
VI. A-12	Miami Carnival, Inc.	9,000	Miami Carnival 25th Anniversary Celebration	10/01/09 to 10/31/09	25,000	Continuing / 2nd	10,000	10,000	0.9	16,000	R	
VI. A-13	Miami City Ballet, Inc.	13,500	Miami City Ballet's Debut at the Auditorium Theatre of Roosevelt	10/02/09 to 10/04/09	25,000	Continuing / 2nd	13,500	15,000	0.9	11,500	R	
VI. A-14	Miami Short Film Festival, Inc.	6,000	8th Annual Miami Short Film Festival	11/14/09 to 11/21/09	15,000	Continuing / 3rd	6,750	7,500	0.8	9,000	R	
VI. A-15	Museum of Contemporary Art, Inc. (MoCA)	12,000	Reach of Realism	12/01/09 to 02/14/10	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
VI. A-16	Tigertail Productions, Inc.	11,250	Tigertail International & Special Events 2009-2010	10/01/09 to 04/30/10	13,500	Continuing / 2nd	12,500	12,500	0.9	2,250	R	
VI. A-17	University of Miami School of Music	12,000	Festival Miami 2009	10/02/09 to 10/30/09	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
Subtotals:		181,600			332,000					150,400		0

*D = Direct R = Reimbursement

Special Events/Promotions
 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	Dade Community Foundation, Inc. /a Miami Poster Project	5,000	Miami Poster Project	11/01/09 to 09/01/10	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI. B-2	Mystery Park Arts Company, Inc. dba SoBe Music Institute	7,500	Grand Opening Cabaret Revival of Historic Miami Beach Theater	12/06/09 to 12/22/09	15,000	First Time / 1st	N/A	N/A	N/A	7,500	R	
Subtotals:		12,500			30,000					17,500		0

*D = Direct R = Reimbursement

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. C-1	In Tune Partners, LLC	10,000	Miami Music Festival	12/10/09 to 12/13/09	25,000	First Time / 1st	N/A	N/A	N/A	15,000	R	
VI. C-2	Lumana Global Corporation	5,000	Downtown Miami Riverwalk Festival & Boat Parade	11/21/09 to 11/21/09	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
Subtotals:		15,000			40,000					25,000		0

*D = Direct R = Reimbursement

Special Events/Promotions
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. D-1	Miami Book Fair International, Inc.	25,000	Miami Book Fair International - 2009	11/09/09 to 11/15/09	25,000	Ongoing / 1st	22,500	25,000	N/A	0	R	
Subtotals:		25,000			25,000					0		0
										*D = Direct	R = Reimbursement	

Special Events/Promotions
Government (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. E-1	City of Sunny Isles Beach	15,000	Sunny Isles Beach Jazz Festival	10/17/09 to 10/17/09	15,000	Continuing / 3rd	15,000	15,000	0.8	0	R	
Subtotals:		15,000			15,000					0		0
										*D = Direct	R = Reimbursement	

Special Events/Promotions
Government (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. F-1	City of Miami Beach - Department of Tourism and Cultural Development	7,500	Sleepless Night 2009	11/07/09 to 11/08/09	25,000	Ongoing / 1st	5,250	7,500	N/A	17,500	R	
Subtotals:		7,500			25,000					17,500		0
										*D = Direct	R = Reimbursement	

Sports
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. G-1	Florida International University Board of Trustees, for the benefit of Women Basketball	4,000	FIU Thanksgiving Tournament and FIU Sun & Fun Classic 2009	11/27/09 to 12/30/09	15,000	N/A	N/A	N/A	N/A	11,000	R	
Subtotals:		4,000			15,000					11,000		0
										*D = Direct	R = Reimbursement	

Sports
For-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. H-1	South Florida Super Bowl Host Committee, Inc.	25,000	Super Bowl XLIV Marketing Plan	09/01/09 to 02/01/10	25,000	Continuing / 4th	25,000	25,000	N/A	0	R	
Subtotals:		25,000			25,000					0		0
										*D = Direct	R = Reimbursement	

Targeted / Set-Aside

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. I-1	Florida International University Board of Trustees, for the benefit of Institute for Public Management	14,400	Annual Inter-American Conference of Mayors and Local Authorities	06/07/09 to 06/10/09	14,400	Set-aside	14,400	N/A	N/A	0	D	
VI. I-2	M. Athalie Range Cultural Arts Foundation, Inc.	20,000	A Musical Celebration of Life - Honoring	11/02/08 to 11/02/08	20,000	Set-aside	15,000	N/A	N/A	0	D	
VI. I-3	Miami Beach Chamber of Commerce	20,000	Miami Beach Visitor Information Center	10/01/08 to 09/30/09	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. I-4	Miami Beach Latin Chamber of Commerce	20,000	Tourist Hospitality Center/Centro Hospitalidad	10/01/08 to 09/30/09	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. I-5	Miami-Dade County Days, Inc.	15,000	Dade Days in Tallahassee	04/01/09 to 04/01/09	15,000	Set-aside	15,000	N/A	N/A	0	D	
VI. I-6	New World Festival	12,000	Coral Gables Cultural Calendar County-wide Tourism Cultural Activities	10/01/08 to 09/30/09	12,000	Set-aside	12,000	N/A	N/A	0	D	
VI. I-7	Tropical Everglades Visitor Association, Inc.	20,000	Tropical Everglades Visitor Center	10/01/08 to 09/30/09	20,000	Set-aside	20,000	N/A	N/A	0	D	
Subtotals:		121,400			121,400		116,400			0		0

*D = Direct R = Reimbursement

Beginning Balance for FY 2009-2010: 1,050,000
 Carry-over/Recaptured Funds: 21,752
 Total Available for FY 2009-2010: 1,071,752

Beginning Balance for 1st Funding Quarter: 285,600
 Shoulder Season Fund: 50,000
 Total in the Reserve Fund: 100,000

Remaining Balance for the Program: 664,752

Total number of Applications: 33
 Grant request grand total: 628,400
 Request to recommendation grand total: 221,400
 Subcommittee Recommendation Grand Total: 407,000

Final Panel Recommendation Grand Total: 0

PROJECT REVENUE BUDGET 2009-2010

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	47,449	5,000	MOLESKINE NOTEBOOKS
FOUNDATION SUPPORT	62,949		
PRIVATE/INDIVIDUAL SUPPORT		9,500	HONORIA FEE WAIVED BY THURMAN, MONKS & NAVJOT
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Advertising		3,000	ART NEXUS
Advertising		3,000	MIAMI ART GUIDE
Advertising		8,000	MIAMI NEW TIMES
Advertising		1,000	MIAMI LIVING
Advertising		300	SOCIAL MIAMI
Frost Art Museum Discretionary	244,993		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

380,391

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

29,800

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

\$ 410,191

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-11

ORGANIZATION: IsraFest Foundation, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 24th Israel Film Festival

RECOMMENDATION: \$6,750

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: December 8-17, 2009

EVENT LOCATION: Sunrise Intracoastal Theatre 3701 NE 163rd Street

DESCRIPTION:

Funds are requested to support the production, space rental fees and marketing of the 24th Israel Film Festival in Miami. The event is the largest showcase of Israeli films to ever play in south florida and has become the largest Israeli Film Festival in the United States. The festival will screen feature films, documentaries, TV dramas and student shorts to over 9,500 anticipated attendees in the North Miami Beach area.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

The Israeli Network J-Date
Ynet

PREVIOUS TDC FUNDING:

\$7,500 (06-07) {\$5,000 (05-06) End of Cycle}; \$5,000 (04-05); \$5,200 (02-03); \$5,850 (01-02); \$6,500 (00-01)

OTHER GOVERNMENT FUNDING:

LeRoy & Shoshanna Schechter Family Foundation - \$7,000
Israel Consulate - \$10,000 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

790190789

IsraFest Foundation, Inc.

FOR MORE INFO CONTACT:

6404 Wilshire Blvd., Suite 1240

Los Angeles

CA

90048

www.israelfilmfestival.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1982

(7) FEI#: 13-3137819 according to CBIZ this is the correct #. CA

(9) Required Pre-application Consultation: Date: 7/28/09

Time: 3:00 pm, Eastern Time

(10) Name: Meir Fenigstein

Mr. Mrs. Ms. Miss Dr.

Title: Founder / Executive Director

Phone (day): (323) 966 - 4166 ext.

meir@israelfilmfestival.org

323-658-6346

Phone (other): (213) 948 - 8800 ext.

PROJECT INFORMATION

(11) Project Title: The 24th Israel Film Festival

(12) Starting and Ending Dates: December 3-13, 2009

(13) Starting and Ending Times: 12:00pm-12:00am

(14) Address or Location of Project: Sunrise Cinemas Intracoastal, 3701 NE 163 St., North Miami Beach, FL 33160

(15) Municipality in which project will take place (use codes):

Primary: # 7

Secondary: # 28

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: # 36

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):

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 0

of Youth (Ages 13-18): 600

of Children (Ages 6-12): 0

Total # - All Ages (Ages 0-18): 600

(18b) Total Participation:
 (All Adults PLUS All Children)

Audience/Attending: 12,500

Performing/Instructing: 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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: In its 24th year, IsraFest Foundation, Inc. (IFF), the largest Israeli cultural event in the United States, has presented over 800 films to over 900,000 filmgoers in the 3 cities: Los Angeles, New York, and Miami, including Academy Award nominees for Best Foreign Film, Cannes winners and Israeli Academy winners.

We've premiered countless films over the years and have assisted in gaining US distribution for many of them. The Festival has a strong cultural aspect that is in alignment with our mission: to teach tolerance and diversity through the powerful medium of film, thereby fostering intercultural exchange and understanding beyond the usual media portrayals of Israel.

Israfest started the Miami leg of the Festival in 2000. Now in its 9th year, the Miami Festival is scheduled to coincide with the winter tourist influx, as we've found that our audience is comprised of visitors who know us from our other locations as well as locals. Miami services are largest walk-in audience, of approx. 2,000 and encourages people to call our toll-free number for Festival information (approx. 1,000 calls in Miami).

HOW: The Festival provides unique and interesting programming to those visiting the area and provides a "taste" of Israel. IFF will employ an extensive media campaign including newspaper and magazine ads & articles, direct mailings of our Festival Flyer to over 5,000 people, email blasts via JDate and our own list, our website that averages 114,500 hits, and TV and radio interviews and ads before and during the Festival to garner recognition of those visiting and living in the area. We anticipate over 12,500 attendees to the Miami IFF.

WHEN: 24th Israel Film Festival – Miami: December 8-17, 2009. This year, the Festival is planning a program that includes screenings of 12 feature films, 8 documentaries, 4 TV dramas and 6 student short films from the best film schools in Israel, an Opening Night Gala celebration and Closing Night Screening and reception at the Sunrise Intracoastal Theatre in North Miami Beach.

WHERE: The Festival will take place at the Sunrise Intracoastal Cinemas at 3701 NE 163rd (Sunny Isles Blvd.), Intracoastal Mall, North Miami Beach. We are pleased to announce a Premiere Benefit Night at Bloomingdales, Aventura on November 12th and are hoping that another reception will take place at Trump Grande Ocean Front Resort as has been in the past but this is yet to be confirmed.

WHAT/ DETAILS: As the Festival is late in the year, we have just begun to work to finalize our marketing, advertising and PR schedules. In September, our PR agency will secure Honorees for the Opening Night Gala, where we will present awards, such as a Lifetime Achievement Award and a Visionary Award, to luminaries within the industry. Mid-November, an exciting Festival Kickoff Reception is sponsored by Bloomingdales for 200 patrons. Opening Night invitations and the Festival Flyer, detailing the programs and schedule, is set to be mailed in November. Advertising will begin the 2nd or 3rd week in November and continue through the Festival. Media and hotel negotiations have just begun. We are pleased to have signed sponsorships with *Diario Las Americas/La Revista*, *Moment Magazine*, and The Israeli Network (see attached) and will soon have a signed deal with Charles Group Hotels (Holiday Inn & 4 Points by Sheraton) in Miami. The Festival will host visiting filmmakers from Israel during its run in Miami and present the Audience Choice Award at our Closing Night.

HOW: The Festival is solely produced by Israfest Foundation Inc., comprised of a staff of 4 in LA, 1 in Miami, and numerous volunteers, TDC/CAC funding will allow us to keep ticket prices low, making the Festival attractive to visitors and locals alike. TDC funding will help ease production/overhead costs so funds may be put to additional advertising, branding and marketing efforts within the attracting more tourists to our events.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE: NUMBER OF EMPLOYEES: 5	26,250		0		26,250		0
ARTISTIC: NUMBER OF ARTISTS: 2	3,450		0		3,450		0
TECHNICAL: NUMBER OF EMPLOYEES: 0	0		0		0		0
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS: 0	0		0		0		0
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES: 1	3,450		0		34,500		0
MARKETING/PUBLICITY	16,100		10,000		6,100		5,000
PRINTING	5,750		5,000		750		0
POSTAGE	4,600		0		4,600		0
IN-COUNTY TRAVEL	1,380		0		1,380		0
OUT OF COUNTY TRAVEL	3,450		0		3,450		3,450
EQUIPMENT RENTAL	6,900		0		6,900		0
EQUIPMENT PURCHASE	0		0		0		0
SPACE RENTAL	15,525		0		15,525		6,500
INSURANCE	1,725		0		1,725		0
UTILITIES	2,678		0		2,678		0
SUPPLIES/MATERIALS	500		0		500		0
OTHER COSTS (ITEMIZE BELOW):							
GRAPHIC DESIGN - ADS/PUBLISH BOOK	5,000		0		5,000		0
CATERING	1,725		0		1,725		0
HOTEL	0		0		0		5,000
AWARDS	345		0		345		0
WEBSITE	2,875		0		2,875		0
DESIGN -- POSTERS, FLYERS, INVITES	1,900		0		1,900		0

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

15,000

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

103,603

=

15,000 + 88,603

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

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

24,950

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

128,553

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 2009-2010

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	63,250	0	N/A
CONTRACTED SERVICES	0	0	N/A
TUITIONS	0	0	N/A
CORPORATE SUPPORT	11,500	24,950	Airfare, Print + TBD
FOUNDATION SUPPORT	8,050	0	Soliciting now-TBD
PRIVATE/INDIVIDUAL SUPPORT	6,963	0	N/A
GOVERNMENT GRANTS (Identify source)	0	0	N/A
FEDERAL N/A	0	N/A	N/A
STATE N/A	0	N/A	N/A
LOCAL N/A	0	N/A	N/A
APPLICANT CASH ON HAND	0	0	N/A
OTHER REVENUES (Itemize below)			N/A
N/A	0	0	N/A
N/A	0	0	N/A
N/A	0	0	N/A
N/A	0	0	N/A
N/A	0	0	N/A
N/A	0	0	N/A
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	\$15,000		

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

\$103,603

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

\$24,950

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

\$128,553

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-12

ORGANIZATION: Miami Carnival, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami Carnival 25th Anniversary Celebration

RECOMMENDATION: \$9,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: October 1-31, 2009

EVENT LOCATION: Bicentennial Park

DESCRIPTION:

Funds are requested to support the 25th Annual Miami Carnival Parade and Festival, with 15 events taking place on October 1-31, 2009. The celebration features traditional West Indian style presentations with costumes, steel bands, calypso, soca and raggae music and will draw visitors from throughout the U.S., Canada, Latin America and the Caribbean.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

WEDR 99 Jamz - Pending

HOT 105 FM - Pending

PREVIOUS TDC FUNDING:

\$10,000 (08-09)

OTHER GOVERNMENT FUNDING:

FEST - \$80,000 Pending

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-13

ORGANIZATION: Miami City Ballet, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami City Ballet's Debut at the Auditorium Theatre of
Roosevelt University

RECOMMENDATION: \$13,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: October 2, 2009 - October 4, 2009

EVENT LOCATION: Chicago, Illinois

DESCRIPTION:

Funds are requested to support Miami City Ballet's tour to Chicago during October 2009. The company will perform for the first time at Chicago's Auditorium Theatre of Roosevelt University, where other prestigious dance companies like American Ballet Theater, New York City Ballet, Alvin Ailey American Dance Theater and The Kirov Ballet have made their mark. The event will showcase the South Florida's cultural scene as demonstrated through Miami City Ballet's mixed-repertory performances held annually in Miami-Dade County.

HOTEL CONFIRMATION:

None

OUTSIDE MEDIA:

None

PREVIOUS TDC FUNDING:

\$15,000 (08-09) Begin cycle; \$13,500 (98-99); \$15,000 (97-98)

OTHER GOVERNMENT FUNDING:

Auditorium Theatre - \$75,000 Pending

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-_____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

18-679-7403

Miami City Ballet, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: Ophelia & Juan Js. Roca Center, 2200 Liberty Avenue

City: Miami Beach State: FL Zip: 33139 Website: www.miamicityballet.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1985

(7) FEI#: 59 - 2578534

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3 p.m.

(10) Name: Damaris Hay

Mr. Mrs. Ms. Miss Dr.

Title: Grants Writer

Phone (day): (305) 929 - 7000 ext. 1405

Email: damaris@miamicityballet.org

Fax: (305) 929 - 7002

Phone (other): (305) 929 - 7000 ext. 1414

PROJECT INFORMATION

(11) Project Title: Miami City Ballet's Debut at the Auditorium Theatre of Roosevelt University

(12) Starting and Ending Dates: Oct. 2-Oct. 4

(13) Starting and Ending Times: Approx. 11-1, 2-5, 8-10

(14) Address or Location of Project: Chicago, IL

(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 EJ 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): 7,047

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18):

of Children (Ages 6-12):

Total # - All Ages (Ages 0-18): 1000

(18b) Total Participation:
(All Adults PLUS All Children)

Audience/Attending: 7000

Performing/Instructing: 47

(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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

USE THIS SPACE ONLY

Project

In October 2009, Miami City Ballet (MCB) will make its Chicago debut at the Auditorium Theatre of Roosevelt University. In recent years, the Auditorium Theatre has sought out MCB to perform at its venue. After making a successful debut in New York City last January, the Company continues to make it a priority to perform in major metropolitan cities across the United States in order to continue introducing Miami City Ballet and its artistic excellence to those outside of South Florida. The grant being sought will provide funds to pay for the salaries of the 47 dancers who will tour to Chicago.

Tourism

Miami City Ballet continues to garner Miami critical acclaim as it performs each season, both locally and on tour. During 2008-2009, after making its Manhattan debut, The New York Times wrote, "This is already as good an advertisement for its home city as any ballet company in America." By presenting in a city like Chicago, MCB is providing a clear view of the cultural prevalence of South Florida for Midwestern residents. The quality of dance performed by the Company will entice audience members (such as those who spend their winters in South Florida) to see more of what MCB has to offer, and in doing so, will garner visitors to Miami and its surrounding areas.

Performance Details – Auditorium Theatre of Roosevelt Univ. (MCB Dancers; tickets - \$30-\$89)

The program will include three performances of George Balanchine's *Symphony in Three Movements* and *Valse Fantasie* (1953), Marius Petipa's *Black Swan Pas de Deux*, and Twyla Tharp's *In The Upper Room*, in addition to a children's performance, where Founding Artistic Director Edward Villella will narrate the performance.

Marketing Efforts

Marketing efforts will be solely undertaken by the Auditorium Theatre's marketing staff. The media plan is projected to include electronic and print advertising, radio and TV spots, social marketing including Web sites like Facebook and Twitter, partnerships with local arts organizations, and direct mail targeting existing arts patrons in the Chicago area.

TDC Impact on Project's Tourism Attractiveness

Miami-Dade County's support will provide a strong stance on the importance of arts in South Florida. It will show to those outside of Miami just how important it is to support dance companies, especially in the economic times of today. The county will also be demonstrating the dynamic cultural elements the region has to offer. Because this is the Company's first performance in Chicago, MCB expects to generate media attention as it did for its New York City debut.

Other Organizations Involved – N/A

Strategies/Timeline

The Company begins preparing for its tour to Chicago in August 2009 with only a few weeks to rehearse before traveling to Illinois. MCB's production crew will arrive in Chicago on September 29, while the dancers and artistic staff will be arriving on the following day, September 30. Three full performances, and a children's lecture/demonstration will be presented in Chicago, with the Company returning home to Miami on October 4. The Auditorium Theatre of Roosevelt University will hold a gala celebrating their 120 years of existence in conjunction with MCB's opening night on October 2.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>6</u>		<u>20,845</u>			
ARTISTIC:	NUMBER OF ARTISTS:	<u>47</u>		<u>61,000</u>		<u>46,000</u>	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>8</u>		<u>13,925</u>			
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				<u>1,000</u>			
PRINTING							
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL				<u>21,240</u>			
EQUIPMENT RENTAL				<u>500</u>			
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE				<u>5,371</u>			
UTILITIES							
SUPPLIES/MATERIALS				<u>6,800</u>			
OTHER COSTS (ITEMIZE BELOW):							
	PER DIEM			<u>13,420</u>			
	LODGING			<u>12,573</u>			
	TRUCKING			<u>31,500</u>			
	MISC.			<u>1,000</u>			
	ROYALTIES			<u>7,101</u>			

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

15,000

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

196,275

 = 15,000 + 171,275

(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)

\$ 196,275

 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 2009-2010

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	167,973		
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	3,302		
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

196,275

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

0

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

\$ 196,275

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-14

ORGANIZATION: Miami Short Film Festival, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 8th Annual Miami Short Film Festival

RECOMMENDATION: \$6,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: November 14, 2009 - November 21, 2009

EVENT LOCATION: Bill Cosford at UM, Tower Theater, Miami Science Museum, MB Cinematec

DESCRIPTION:

Funds are requested to support the 8th Annual Miami Short Film Festival which features a series of short films on November 14-21, 2009. The Miami Short Film Festival has a track record of attracting visitors and tourists, as well as young entrepreneurs, artists, students and potential future professionals from all genres of the entertainment and film industry from around the world.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$6,750 (08-09); \$7,500 (07-08)

OTHER GOVERNMENT FUNDING:

CG - \$7,500 Pending

University of Miami - \$15,000 Pending

Coral Gables - \$15,000 Pending

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

PAGES 1, 3, 7, 8

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

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation):
 Miami Short Film Festival Inc.

195058024

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2501 Brickell Avenue #608

City: Miami State: FL Zip: 33129 Website: www.miamishortfilmfestival.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2006

(7) FE#: 20 - 3202047

(8) State of Incorporation:

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

(10) Name: William Vela Mr. Mrs. Ms. Miss Dr.

Title: Festival Executive Director

Phone (day): (304) 284 - 3147 ext.

Email: William@miamishortfilmfestival.com

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 8th Edition Miami Short Film Festival

(12) Starting and Ending Dates: November 13-22nd (13) Starting and Ending Times: 10am - 12am

(14) Address or Location of Project: Bill Cosford Cinema, Coral Gables Cinemateque, Miami Beach Cinemateque

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 4

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

(16) Miami-Dade Commission District: # 7 Florida State Senate District: # 35

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

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

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

(18) Expected Participation (# of individuals): 10,500

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): # of Youth (Ages 13-18): 1,000

of Children (Ages 6-12): 1,000 Total # - All Ages (Ages 0-18): 2,000

(18b) Total Participation: Audience/Attending: 12,500 Performing/Instructing 850/15
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Miami Short Film Festival (MsFF) is the first of its kind in South Florida to present short films, and has become a launching point for original scripts, new cinematography and film techniques, innovative perspectives and unique pieces of true emotion and expression caught on film. With a philosophy that today's short films lead to tomorrow's world-renowned filmmakers, the Festival has become a powerful cultural voice to South Florida and has created a positive influence on the arts through film. The MsFF is a dedicated contributor to the cultural arts, economy, and education of Miami-Dade County increasing its vitality, vibrancy and quality of life for all residents, visitors and tourists.

HOW: MsFF provides visitors and tourists with an enjoyable series of evening events during their stay in Miami-Dade County. The Festival attracts visitors and tourists from all over the world with publicity and advertisement placed in the Miami Beach Visitors Bureau, Coral Gables Cultural Calendar, The Greater Miami Convention & Visitor Bureau, The Miami Herald, Nuevo Herald, The Sun Sentinel, Telemundo, and Univision. The festival also publicizes through local venues such as, New Times and other local media hotel publications, on-line publications. Advertising in major national and international airlines magazines, international magazines and newspapers directly increases our tourism attendance.

WHEN and WHERE: The 8th Short Film Festival runs from November 13th – November 22nd 2009.

Bill Cosford – November 13 th – 20 th	Coral Gables Cinemateque – November 18 th – 22 nd
Miami Beach Cinemateque – November 18 th – 22 nd	Miami Children's Museum – November 15 th – 22 nd

Activities pre and post festival are organized to attract visitors and tourists to the Festival including: Monthly Pre-Festival Screening at Cava Wine and Café in Miami Beach, Brickell and South Miami. Poster unveiling will be held at the Viceroy Hotel for the media on October 22nd.

A Kick-Off Party Oct 29th at the MAC Building in South Miami.

Pre-Opening Night on Nov Friday the 13th at the Bill Cosford Cinema

Opening Night on Nov 14th – Green Carpet Gala; Awards and Closing Ceremonies on Nov 20th at the Bill Cosford Cinema. MDCPS Student Outreach Matinees from Nov 16th – 20th 10 – 12 noon.

TDC funding supports the launching of an advertising campaign that promotes the festival locally, nationally and internationally to tourists, visitors and residents. In past years, the marketing campaign has proven successful and in 2008 the Festival enjoyed the participation of more than 600 short films from 45 countries and more than 8,000 guests.

The Miami Short Film Festival is the only short film festival in South Florida that presents the best of short films to the diverse audience of Miami-Dade County. Each year the popularity of the Festival increases and the quality and quantity of short films participating improves. In 2009, the MsFF has received the participation of 750 films and we are expecting the participation of 10,000 guests and 1,000 students. Organizations such as Cifo, HBO, Venemovie cable TV, Big Star TV, HBO Latin America, the Miami Children's Museum, Miami Beach Cinemateque, Coral Gables Cinemateque, Viceroy Hotel, Hampton Inn Coconut Grove, Hyatt Summerfield Suites, Coral Gables Holiday Inn, the University of Miami, and many film professionals collaborate in the production and presentation of the Festival. In addition, MsFF collaborates with organizations such as The Gay Lesbian Film Festival, The Knight Center of International Media, Irreversible Magazine, Florida Film Institute, Miami Art Institute, Student Film Organizations, and Fort Lauderdale Film Festival. Each helps represent the diverse audiences we attract.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>6</u>	15000				15000	
ARTISTIC:	NUMBER OF ARTISTS: <u>2</u>	25000				25000	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>2</u>	10000				10000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>8</u>	20000				20000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>5</u>	5000				5000	5,000
MARKETING/PUBLICITY		35000		10,000		25000	
PRINTING		15000		5,000		10000	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		9000				9000	
EQUIPMENT PURCHASE							
SPACE RENTAL		10,000				10000	5,000
INSURANCE							
UTILITIES		5,000				5000	
SUPPLIES/MATERIALS							
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)

149000

=

15,000

+

134000

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

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

10,000

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

\$ 159000

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 2009-2010

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	32800		
CONTRACTED SERVICES	20260		
TUITIONS			
CORPORATE SUPPORT	10000		
FOUNDATION SUPPORT	5000	10000	UNIVERSITY OF MIAMI/CIFO
PRIVATE/INDIVIDUAL SUPPORT	5000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE <u>FL Dept of State</u>	5,000		
LOCAL	15,000		
APPLICANT CASH ON HAND	10,000		
OTHER REVENUES (Itemize below)			
<u>Film submission Fees</u>	30,940		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	149000		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		10,000	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 159,000		* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-15

ORGANIZATION: Museum of Contemporary Art, Inc. (MoCA)

GRANT REQUEST: \$25,000

TITLE OF EVENT: Reach of Realism

RECOMMENDATION: \$12,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: December 1, 2009 - February 14, 2010

EVENT LOCATION: MOCA, 770 NE 125 Street

DESCRIPTION:

Funds are requested to support the Museum of Contemporary Art's (MOCA) "Reach of Realism," exhibition which, along with the Vanity Fair International Opening Night Party, is part of the official schedule of Art Basel Miami Beach. The artists in the exhibition explore the fabrication of reality and inspire alternative views using performance, photography, video and film.

HOTEL CONFIRMATION:

Sonesta Key Hotel - Pending

Best Western North Miami - Pending

OUTSIDE MEDIA:

Vanity Fair International ~ Pending

PREVIOUS TDC FUNDING:

\$13,500 (08-09); \$15,000 (07-08); (\$9,000 (06-07) - End of 2nd Cycle); \$10,500 (05-06); \$12,000 (04-05);
\$13,500 (03-04); \$15,000 (02-03); (\$10,000 (01-02) End of 1st Cycle);

OTHER GOVERNMENT FUNDING:

Funding Arts Network - \$50,000 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-___

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

831853833

Museum of Contemporary Art, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 770 NE 125th Street

City: North Miami State: FL Zip: 33161 Website: www.mocanomi.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1981

(7) FEI#: 59 - 2085261

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3pm

(10) Name: Bonnie Clearwater Mr. Mrs. Ms. Miss Dr.

Title: Director/Chief Curator Phone (day): (305) 893 - 6211 ext. 30

Email: bclearwater@mocanomi.org Fax: (305) 891 - 1472 Phone (other): (305) 893 - 6211 ext. 34

PROJECT INFORMATION

(11) Project Title: Reach of Realism

(12) Starting and Ending Dates: 12/1/2009-2/14/2010 (13) Starting and Ending Times: Regular Operational Hours

(14) Address or Location of Project: Same as above

(15) Municipality in which project will take place (use codes): Primary: # 6 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: # 2 Florida State Senate District: # 38

Florida State House District: # 109 U.S. Congress District: # 17

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

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

(18) Expected Participation (# of individuals): 22,500

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): _____ # of Youth (Ages 13-18): 2500

of Children (Ages 6-12): _____ Total # - All Ages (Ages 0-18): 2500

(18b) Total Participation: Audience/Attending: 25,000 Performing/Instructing 12
(All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. **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? **What** are your marketing efforts? Do you have any media and/or hotel sponsors? Who are the principal competitors, artists, etc., involved in the project? **How** will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

USE THIS SPACE ONLY

What: The project is the exhibition, *Reach of Realism*. Distinguishing between what is real and what is not is becoming increasingly difficult in today's time of endless outlets for information. Individuals have more resources than ever to create and disseminate their own versions of truth. The exhibition, presented during Art Basel Miami Beach, examines how reality is recognized and achieved. The international artists in the exhibition use strategies to address the veracity of images and the notion that art can reveal larger truths about life. With the use of performances, photography, videos, and film, these artists seek to isolate what is real and authentic.

How: *Reach of Realism* will open during Art Basel Miami Beach, a time when Miami-Dade County is an international cultural destination. MOCA's Art Basel openings typically generate thousands of visitors. With the international media sponsor *Vanity Fair International*, the event and the exhibition's innovative approach to contemporary art is expected to attract over 25,000 individuals. Additionally, the artists in the exhibition will participate in lectures and tours during the length of the exhibition, which is expected to attract a young, vibrant cross-section of resident and tourist participation.

When: The exhibition will be presented from December 1, 2009 through February 14, 2010. The opening event sponsored by *Vanity Fair International* as part of the Art Basel Miami Beach scheduled festivities is December 1st. Each month, MOCA will coordinate a series of Art Talks (WORKSHOP), Adult Lecture Series (Moca by Moonlight), and educational tours at the museum.

Where: The exhibition and all events associated with the exhibition will happen in the Gallery Spaces, the Paradise Courtyard and the Education Pavilion at the Museum of Contemporary Art (MOCA), 770 NE 125th Street, North Miami 33161.

What: As with last year's Art Basel Miami Beach opening event at MOCA, *Vanity Fair International* has once again agreed to be the event and media sponsor. They are committed to media coverage of the exhibition, pictorials and event. As last year's sponsor they provided a 2-page (pre-event) spread on MOCA's exhibition in *Vanity Fair Germany* and 2-page (post-event) pictorial spreads in *Vanity Fair Italy, Germany and Spain* as well as a 1/3-page article in *Vanity Fair US*. We have received hotel sponsorship in the past from Catalina, Sonesta Coconut Grove Bayfront Hotel, and Best Western North Miami and anticipate confirmation for this exhibition. The principal artists involved with the exhibition include: Olaf Breuning (Switzerland/NY), Phil Collins (UK), Alex Hubbard (OR), Matt Keegan (NY), Ragnar Kjartansson (Iceland), Adam McEwen (UK), Sara VanDerBeek (MD), Emily Wardill (UK), Gillian Wearing (UK) and Judi Werthein (Argentina) among others (most of who will need multiple night accommodations in Miami.)

How: Funding from the Tourist Development Council will add to the recognition of Miami as a major cultural and tourist destination. As South Florida's only contemporary art museum and North Dade County's only major cultural institution, MOCA continues to receive local, national and international accolades for its innovative exhibitions and programs. Funds will be used in part to support marketing and promotion of the exhibition, giving the TDC and Miami-Dade County international recognition as a major tourism and cultural destination. Funding from the Knight Foundation Endowment (dedicated to support MOCA's exhibitions of emerging artists) will be used for the exhibition as matching TDC dollars. MOCA intends to seek additional funding partnerships including a variety of corporate, media and hotel sponsors which further establishes Miami-Dade County's tourism and cultural industries as viable investments.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>8</u>		<u>52,764</u>		<u>52,764</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>10</u>		<u>10,000</u>		<u>5,000</u>	<u>5,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>12</u>		<u>28,000</u>		<u>5,000</u>	<u>23,000</u>
MARKETING/PUBLICITY				<u>5,500</u>		<u>5,500</u>	<u>20,000</u>
PRINTING				<u>10,000</u>		<u>5,000</u>	
POSTAGE				<u>2,750</u>		<u>2,750</u>	
IN-COUNTY TRAVEL				<u>500</u>		<u>500</u>	
OUT OF COUNTY TRAVEL				<u>5,000</u>		<u>5,000</u>	
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE				<u>3,000</u>		<u>3,000</u>	
SPACE RENTAL				<u>71,850</u>		<u>71,850</u>	
INSURANCE							
UTILITIES				<u>14,514</u>		<u>14,514</u>	
SUPPLIES/MATERIALS				<u>41,500</u>		<u>41,500</u>	
OTHER COSTS (ITEMIZE BELOW):							
	PHOTOGRAPHY			<u>1,200</u>		<u>1,200</u>	
	SHIPPING AND CRATING			<u>16,500</u>		<u>10,000</u>	<u>6,500</u>
	HONORARIUM			<u>3,000</u>		<u>3,000</u>	
	OPENING RECEPTION COSTS			<u>25,000</u>		<u>25,000</u>	

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

25,000

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

291,078 = **25,000** + **266,078**

(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)

\$ 311,078 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 2009-2010

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	10,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	50,000	20,000	MEDIA SPONSORS
FOUNDATION SUPPORT	30,000		
PRIVATE/INDIVIDUAL SUPPORT	24,280		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>City of N. Miami</u>	101,798		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>Knight Foundation</u>	50,000		

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

(49) TOTAL CASH REVENUES
(MUST EQUAL #45 ON PAGE 7) **291,078**

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

(51) TOTAL PROJECT REVENUES
(MUST EQUAL #47 ON PAGE 7) **\$ 311,078** * Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-16

ORGANIZATION: Tigertail Productions, Inc.

GRANT REQUEST: \$13,500

TITLE OF EVENT: Tigertail International & Special Events 2009/2010

RECOMMENDATION: \$11,250

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: October 1, 2009 - April 30, 2010

EVENT LOCATION: Colony Theatre - 1040 Lincoln Road

DESCRIPTION:

Funds are requested to support Tigertail International Events & Special Projects 2009/10 from October 1, 2009 through April 30, 2010. Tigertail presents dynamic and stimulating new work in music, dance, theater, poetry and the visual arts. This year will feature Dutch jazz trio, The Third Man, among others.

HOTEL CONFIRMATION:

The Miami River Inn

OUTSIDE MEDIA:

WLRN - Radio

WDNA - Radio

PREVIOUS TDC FUNDING:

\$12,500 (08-09); {\$6,000 (07-08) End of Cycle}; \$7,000 (06-07); \$8,000 (05-06); \$9,000 (04-05); \$10,000 (03-04); {\$6,000 (02-03) - End of 2nd cycle}

OTHER GOVERNMENT FUNDING:

Miami Beach - \$20,000 (Pending)

NEA - \$25,000

NPN - \$10,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-___

QUARTER/CATEGORY

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

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation)
Tigertail Productions, Inc.

829379908

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 842 NW 9th Court

City: Miami State: FL Zip: 33136 Website: www.tigertail.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1979

(7) FEI#: 59 - 1968705 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 7/28/09 Time: 10:00am

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

Title: Executive Director Phone (day): (305) 324 - 4337 ext.

Email: mluft@tigertail.org Fax: (305) 545 - 8546 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Tigertail International & Special Events

(12) Starting and Ending Dates: 10/1/09-4/30/10 (13) Starting and Ending Times: various

(14) Address or Location of Project: various, primary - Colony Theatre, 1040 Lincoln Rd, MB

(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: # 03 Florida State Senate District: # 36

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): 10,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): _____ # of Youth (Ages 13-18): 2,000

of Children (Ages 6-12): 500 Total # - All Ages (Ages 0-18): 2,500

(18b) Total Participation: Audience/Attending: 10,000 Performing/Instructing 70
(All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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

–Tigertail International & Special Events takes place October, December 2009, January, February, March, & April 2010. 10,000 spectators will experience these events. Tigertail International Events is a dynamic exchange between Florida and many destinations including, Brazil, Curaçao, Spain, Netherlands & the U.S. It features 70 dance, music, film, poetry and visual artists in more than 30 events, taking place in Miami, West Dade, North Dade, Coral Gables and Miami Beach.

–It provides dynamic activities for tourists to attend. This project helps attract tourists to Florida enhancing the scope and image of the area as cosmopolitan and sophisticated. Tigertail International & Special Events is fun and eclectic, featuring a wide-range of activity by South Florida and international artists.

– It begins October 15 at Books & Books with a book launch of *Tigertail, A South Florida Poetry Annual*, edited by Denise Duhamel, Michael Hettich and Campbell McGrath. Next on October 24 is the stand-out Dutch jazz trio, The Third Man, led by Han Bennink at the Miami Beach Byron Theater. Perhaps Europe's most coveted drummer, Han Bennink, the 2008 European Jazz Prize winner, has performed with Sonny Rollins, Eric Dolphy and Dexter Gordon. January 3, 2010 is a concert at the Colony Theatre by S.F.-based AXIS Dance Company and the Florida premiere of a commissioned work by NYC-based David Dorfman, which will tour to four U.S. cities. "There is no more defiant a land that I can think of than AXIS. They showed me what dance could be." – Bill T. Jones. February 20 at the Colony is an evening of Mississippi Delta blues by the great 94-year-old Grammy-award winning blues guitarist David "Honeyboy" Edwards. Edwards, inducted into the blues hall of fame, is one of two remaining original Delta blues players. March 20 at the Colony the virtuoso guitarist Leo Kottke performs. Leo Kottke, for all his technical brilliance is eminently accessible and is considered by many to be one of the greatest and most influential acoustic guitar players of the past thirty years. April 8 & 9 at the Colony Theatre, Tigertail presents *O/e/les*, a dance piece by two leading dancer/choreographers from Barcelona, Spain and a week long mini-festival of Catalan food and culture. "They astonish the audience as they defy gravity itself and cunning ...," *L'AVUI*, Spain.

– Hotel (Miami River Inn and Bresaro Suites) and media (WLRN) sponsors are confirmed. Our marketing has expanded with more electronic ways of reaching tourists, hotels and destinations, including newsletters, on-line ticketing, an interactive web page, eblasts, all connected to area hotels and the travel industry. In 2009 Tigertail received critical acclaim and reception in the electronic and print media, coverage in major newspapers in Canada, Brazil, Miami and Broward with articles in Portuguese, French, Spanish and English. Tigertail has produced more than 94 international projects.

–With TDC support and through resourceful means Tigertail will maximize resources to exponentially expand its impact locally, nationally and internationally through its many partners which include the Consulates of Brazil, Spain, the Antilles, the Netherlands, and the Greater Miami Convention and Visitors Bureau. Partners provide additional support to the festival (beyond this application) in getting the word out to tourists, residents and the international community. TDC funding is key in helping Tigertail reach more tourists and engaging them in these dynamic events. Projects like Tigertail International & Special Events enhance the scope and image of Miami-Dade.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>	60000		6500		53500	0
		_____	0		0		0	0
ARTISTIC:	NUMBER OF ARTISTS:	_____						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>8</u>	9000		0		9000	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>70</u>	65000		7000		58000	0
		_____	0		0		0	8000
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	_____						
MARKETING/PUBLICITY			20000		0		20000	20000
PRINTING			12000		0		12000	5000
POSTAGE			3000		0		3000	0
IN-COUNTY TRAVEL			2500		0		2500	0
OUT OF COUNTY TRAVEL			24000				24000	9000
EQUIPMENT RENTAL			7000		0		7000	0
EQUIPMENT PURCHASE			0				0	0
SPACE RENTAL			4000		0		4000	3000
INSURANCE			2500		0		2500	0
UTILITIES			3000		0		3000	0
SUPPLIES/MATERIALS			3000		0		3000	0
OTHER COSTS (ITEMIZE BELOW):			0		0		0	0
_____			0		0		0	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)

13,500

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

215,000 = **13,500** + **201,500**

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

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

45,000

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

\$ 260,000 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 2009-2010

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	20000	0	
CONTRACTED SERVICES	0	0	
TUITIONS	0	0	
CORPORATE SUPPORT	32000	37000	HOTEL/AIRLINE/P/R
FOUNDATION SUPPORT	63500	0	
PRIVATE/INDIVIDUAL SUPPORT	25000	8000	VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL	NEA, % Consulates	30000	0
STATE	St FL, FHC, SAF	10000	0
LOCAL	C Gables, MB, M-Dade	21000	0
APPLICANT CASH ON HAND	0	0	
OTHER REVENUES (Itemize below)			
	0	0	
	0	0	
	0	0	
	0	0	
	0	0	
	0	0	
	0	0	
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	13500		

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

215,000

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

45,000

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

\$ 260,000

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: A-17

ORGANIZATION: University of Miami School of Music

GRANT REQUEST: \$25,000

TITLE OF EVENT: Festival Miami 2009

RECOMMENDATION: \$12,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: October 2, 2009 - October 30, 2009

EVENT LOCATION: Coral Gables

DESCRIPTION:

Funds are requested to support the the marketing and public relations activities for Festival Miami 2009, held on October 2nd through October 30, 2009. In 2008, Festival Miami celebrated 25 years of highly successful cultural programming and consistently acts a major tourism generator during the shoulder season.

HOTEL CONFIRMATION:

Ritz-Carlton, Coconut Grove - 48 Room nights

OUTSIDE MEDIA:

Radio: WLRN, WDNA
Miami Herald

PREVIOUS TDC FUNDING:

\$13,500 (08-09); \$15,000 (06-07); {End of cycle - \$5,000 (05-06)}; \$4,500 (04-05); \$4,500 (03-04); \$4,500 (02-03); \$5,000 (01-02)

OTHER GOVERNMENT FUNDING:

FEST - \$55,000
State of FL - \$25,000 Pending
City of Coral Gables - \$6,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

6261349851

FOR MORE INFO CONTACT: WWW.DNB.COM

University of Miami School of Music

Organization's Legal Address: 1320 S. Dixie Highway, Suite 932

City: Coral Gables State: FL Zip: 33146 Website: www.festivalmiami.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1926

(7) FEI#: 59 - 0624458 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 7/10/09 Time: 10:00 a.m.

(10) Name: Shelton Berg Mr. Mrs. Ms. Miss Dr.

Title: Executive Director, Dean Phone (day): (305) 284 - 2241 ext.

Email: sberg@miami.edu Fax: (305) 284 - 3901 Phone (other): (305) 284 - 4940 ext.

PROJECT INFORMATION

(11) Project Title: Festival Miami 2009

(12) Starting and Ending Dates: Oct 2 - Oct 30 (13) Starting and Ending Times: Various Times

(14) Address or Location of Project: Gusman Concert Hall, 1314 Miller Drive, Coral Gables, FL 33146

(15) Municipality in which project will take place (use codes): Primary: # 03 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: # 7 Florida State Senate District: # 34

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

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

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

(18) Expected Participation (# of individuals): 12,500

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 250 # of Youth (Ages 13-18): 50

of Children (Ages 6-12): 250 Total # - All Ages (Ages 0-18): 600

(18b) Total Participation: Audience/Attending: 12,500 Performing/Instructing: 462
 (All Adults PLUS All Children)

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

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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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: For the last twenty-five years the Frost School of Music at the University of Miami has developed Festival Miami into a high sophisticated four-week music festival, which also includes dance performances and educational opportunities.

HOW: Artistically excellent programming is the key to the popularity and proven longevity of Festival Miami. As one of the major leading cultural entities enhancing Miami's arts landscape, it continues to focus on attracting tourists to Miami-Dade County through our regional, national, and international marketing efforts. Other efforts include our relationships with the many different Consul Generals as they help us aggressively promote Miami-Dade as a tourist destination. New innovative ideas for tourist development include additional funding sources to be used to develop features in Travel & Leisure magazines; inflight for American Airlines, development of new radio partnerships; development of new media partnerships with the Greater Miami Convention and Visitors Bureau; featuring new electronic media sites (such as www.miami.com) and direct links to our website (www.festivalmiami.com); and an annual direct mail promotion piece. In addition, we offer patrons discounts with participation hotels, AVIS Rental Car, and our official airline sponsor American Airlines.

When: Held each fall, the Festival is strategically positioned so that it opens the South Florida arts and cultural season, "shoulder season" by fostering a tradition of excellence in programming that distinguishes this Festival as truly unique to Miami-Dade County. The dates for the 26th season of Festival Miami are October 2, 2009 through October 30, 2009. This season, we will present 20 concerts.

Where: The Festival's events take place on the University of Miami campus, Frost School of Music, in the 600 seat Maurice Gusman Concert Hall, including a few events in the 140 seat, Victor E. Clarke Recital Hall, both of which meet ADA requirements.

How: We anticipate Festival Miami to be a prime tourist generator to South Florida due to our new marketing initiatives to promote it as a "destination festival" by creating four disinctive themes: *Great Performances*, *Jazz and Beyond*, *Creative American Music*, and *Music of the Americas*. Promoting Festival Miami as a "destination festival" has prompted us to partner with the Ritz Carlton-Coconut Grove as the official hotel sponsor of Festival Miami 2010. We will be using 100 rooms at the Ritz-Carlton throughout the Festival season.

Collaborations: The Festival strongly impacts the community by working together with several leading arts organizations in collaborative efforts and in building relationships that affect our community as a whole, thus increasing Miami's reputation regionally and nationally as a dynamic place with excellent cultural and special events. For the upcoming season, we are proud to have collaborative concerts with ASCAP, the Chopin Foundation of the United States, the Stamps Family Charitable Foundation, Sunday Afternoons of Music for Children, and the Miami Civic Music Association.

Strategic Planning/Timeline: To effectively implement our long-range planning and development of Festival Miami, strategic planning measures have been instituted. To ensure continued artistic and financial growth and evaluate each season's administrative and marketing plans the Festival staff calendars an annual two-day retreat to review and improve upon the many phases of an already successful Festival.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>7</u>		<u>50,000</u>		<u>50,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>					
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>0</u>					
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>68</u>		<u>165,000</u>		<u>25,000</u>	<u>140,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>0</u>					
MARKETING/PUBLICITY				<u>75,000</u>		<u>75,000</u>	<u>40,000</u>
PRINTING				<u>40,000</u>		<u>40,000</u>	<u>10,000</u>
POSTAGE							
IN-COUNTY TRAVEL				<u>20,000</u>		<u>20,000</u>	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				<u>5,000</u>		<u>5,000</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							
	OTHER OPERATING EXPENSES			<u>45,000</u>		<u>45,000</u>	
	AIR TRAVEL						<u>30,000</u>
	HOTEL						<u>15,000</u>

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

25,000

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

400,000 = **25,000** + **425,000**

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

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

100,000

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

\$500,000 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 2009-2010

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	105,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	100,000		
FOUNDATION SUPPORT	60,000		
PRIVATE/INDIVIDUAL SUPPORT	40,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE State of Florida	20,000		
MDC Festivals & Special			
LOCAL Events & Coral Gables	50,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Air Travel		35,000	AMERICAN AIRLINES
HOTEL		15,000	RITZ CARLTON
MARKETING		40,000	MEDIA/ADVERTISING
PRINTING		10,000	DUTTON PRESS
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

400,000

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

100,000

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

\$ 500,000

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: B-1

ORGANIZATION: Dade Community Foundation, Inc. f/a Miami Poster Project **GRANT REQUEST:** \$15,000

TITLE OF EVENT: Miami Poster Project

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: November 1, 2009 - September 1, 2010

EVENT LOCATION: 1111 Crandon Blvd, #1102, Key Biscayne, FL 33149

DESCRIPTION:

Funds are requested to support the Dade Community Foundation's "Miami Poster Project," which promotes and produces an annual poster featuring Miami. The project combines the arts with community outreach. The featured poster will be widely distributed and easily accessible to the community, including a free digital download from the website as a promotional piece for the region.

HOTEL CONFIRMATION:

None

OUTSIDE MEDIA:

None

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Knight Foundation - \$25,000

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM**

TDC/10-___

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): Dade County Community Foundation, Inc. a/f/a for Miami Poster Project
74-930-6527
FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 200 South Biscayne Blvd.

City: Miami State: FL Zip: 33131 Website: dadecommunityfoundation.org

(4) Applicant Institution Type: Cultural Non-Cultural

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

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

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3 pm

(10) Name: Ted Seijo Mr. Mrs. Ms. Miss Dr.

Title: Development Officer Phone (day): (305) 371 - 2711 ext.

Email: ted.seijo@dadecommunityfoundation.org Fax: (305) 371 - 5342 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: The Miami Poster Project

(12) Starting and Ending Dates: 11/1/09-9/30/10 (13) Starting and Ending Times: n/a

(14) Address or Location of Project: (office) 1111 Crandon Blvd.#1102 Key Biscayne FL 33149

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 2

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

(16) Miami-Dade Commission District: # 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): 357,500

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): _____ # of Youth (Ages 13-18): 75,000
of Children (Ages 6-12): 65,000 **Total # - All Ages (Ages 0-18):** 140,000

(18b) Total Participation: Audience/Attending: 357,500 Performing/Instructing: n/a
(All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. **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? **What** are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Poster Project is a cultural, community arts project that celebrates Miami as a place and a community for residents and tourists. The primary activity of the Miami Poster Project is the production and widespread distribution of an annual Miami poster. The Miami Poster Project is a new initiative, established in 2009. It is one of 31 projects funded in the inaugural year of the Knight Arts Challenge Grant from the John S. and James L. Knight Foundation. The Miami Poster Project received a three-year grant from the Knight Foundation; the foundation has expressed interest in continuing funding beyond the three years if the project is successful. The Dade Community Foundation is the Miami Poster Project's fiscal agent. Community involvement is a major focus of the Miami Poster Project. The poster will be a piece of artwork that is a point of community interest and pride. The poster will be available for input from the entire community through a contest, beginning in year two of the project, open to everyone (all ages, all professions). The poster will be available for distribution to the entire community through free digital distribution from the project's website. Free hard copy distribution of a version of the poster will occur through the Miami-Dade Public Library System's branch libraries. The poster will also be available for sale through stores, and two exhibitions of the posters have been confirmed, one at Miami International Airport and one at Arts Center/South Florida.

WHAT: The primary activity of the Miami Poster Project is the production and widespread distribution of an annual Miami poster that is a fresh, fun, and sophisticated representation and celebration of Miami that will appeal to residents and tourists. Beginning in year 2 there will be a community-wide competition to determine the poster.

HOW: The poster will be widely distributed. It will be available via free downloads from the project's website. The posters will also be available for sale locally and nationally (we are in discussions about having the posters for sale through shops in MIA, and have been told that this will be possible).

WHEN/TIMELINE: The five year 1 posters will be printed in December 2009. Two exhibitions are confirmed, one at the Miami International Airport in 2010 (date tbd by airport) and one at Art Center/South Florida in September-October 2010. The posters will be distributed for free through the library system, anticipated in late spring 2010. We are in discussions with Shenandoah Middle School and WJ Bryan Elementary School to run poster making workshops in March 2010. Unveilings will be held for each poster. The first will be unveiled in December 2009 on our website. Other venues that have committed to hosting unveilings to date are The Wolfsonian-FIU and Books&Books in Coral Gables and those will occur in January 2010. We anticipate 357,500 spectators through the physical exhibitions, online downloads, and library distribution.

WHAT (MARKETING): We hope to raise funds to advertise through the Miami-Dade transit system (primarily bus advertisements) and to hire a pr agency. A bus ad marketing proposal is attached that would garner more than 60 million "views" through the relatively modest cost of \$15,000. *The Miami Herald* and *HOME Miami* magazine have both orally committed to covering the project and we have a pr proposal (also attached) that would garner local and national publicity. The principal artist for year 1 is Philip Brooker, a longtime *Miami Herald* illustrator and the art director there until 2008. Year 2 and beyond the artist will be selected through a competition.

TDC FUNDING: Can help the project by helping to pay the artist, helping with the printing costs, and helping with marketing.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>2</u>	18,500				18,500	
ARTISTIC:	NUMBER OF ARTISTS: <u>1</u>	5,000		2,500		2,500	
TECHNICAL:	NUMBER OF EMPLOYEES: _____						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: _____						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: _____						
MARKETING/PUBLICITY		24,000		6,000		18,000	9,600
PRINTING		14,000		6,500		7,500	
POSTAGE		700				700	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL		N/A					
INSURANCE		500				500	
UTILITIES							
SUPPLIES/MATERIALS		250				250	
OTHER COSTS (ITEMIZE BELOW):							
	WEBSITE	5,200				5,200	
	LEGAL/ACCOUNTING	5,000				5,000	1,500

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)		15,000			
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	73,150	=	15,000	+	58,150
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)					11,100
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 84,250			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 2009-2010

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	14,650	11,100	LEGAL: 1500; PR: 9600
FOUNDATION SUPPORT	25,000		
PRIVATE/INDIVIDUAL SUPPORT	6,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL Community Grant M-Dade County	7500		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Poster sales	5,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	73,150		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		11,100	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 84,250		* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: B-2

ORGANIZATION: Mystery Park Arts Company, Inc. d.b.a. SoBe Music Institute **GRANT REQUEST:** \$15,000

TITLE OF EVENT: Grand Opening Cabaret Revival of Historic Miami Beach Theater **RECOMMENDATION:** \$7,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: December 6, 2009 - December 22, 2009

EVENT LOCATION: 2100 Washington Ave, Miami Beach, FL 33139

DESCRIPTION:

Funds are requested to support the Grand Opening Cabaret for the revival of a historic theater, held on December 6-22, 2009. The grand opening will draw attention to a new black box arts venue and the vibrancy of the Miami Beach arts community.

HOTEL CONFIRMATION:

None

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Firestone Family Foundation - \$2,500

Woodruff Foundation - \$5,000

City of Miami Beach - \$35,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-___

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): Mystery Park Arts Co., Inc. (dba SoBe Institute of the Arts) **800291002**
 FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2100 Washington Avenue

City: Miami Beach State: FL Zip: 33139 Website: www.sobearts.org

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 13 - 3462092 (8) State of Incorporation: NY

(9) Required Pre-application Consultation: Date: 7/16/09 Time: 3:00

(10) Name: Carson Kievman Mr. Mrs. Ms. Miss Dr.

Title: Executive Artistic Director Phone (day): (305) 673 - 9220 ext.

Email: info@sobearts.org Fax: () - Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Grand Opening Cabaret to Celebrate Revival of Historic Miami Beach Theater

(12) Starting and Ending Dates: 12/6/09-12/22/09 (13) Starting and Ending Times: 9-11pm;3-5 Sun

(14) Address or Location of Project: 2100 Washington Ave, Miami Beach, FL 33139

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

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 35

Florida State House District: # 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): 750

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): _____ # of Youth (Ages 13-18): 30

of Children (Ages 6-12): 30 **Total # - All Ages (Ages 0-18): 60**

(18b) Total Participation: Audience/Attending: 750 Performing/Instructing: 20
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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

Funding of \$15,000 is requested to enhance and help promote the special grand opening of a unique performing arts venue in Miami Beach's cultural arts district. With an artistically innovative cabaret series, SoBe Institute of the Arts will celebrate the revival of a long-dormant theater in one of the city's most historic, yet little-known settings. This interdisciplinary performance event will build on the organization's growing reputation for high-caliber artistic productions and will introduce the public to the Little Stage Theater, an intimate black box theater in the heart of the city's Cultural Arts District Neighborhood Overlay (CANDO) zone. Together with the adjacent Carl Fisher Clubhouse, these historic facilities will be put on the cultural and historic tourism map with a marketing campaign that also marks the Institute's formal expansion to SoBe Institute of the Arts (SoBe Arts). The Institute's adaptive re-use of dormant historic buildings is a small but important step towards fulfilling the city's vision of an arts district as a tourist development strategy. The City in 2006 resolved "that as Miami Beach continues to develop and define itself as a major cultural destination the marketing and promotional benefits associated with [CANDO]...will sustain the continued development of a rich vibrant cultural arts neighborhood." In 2007-08, the Institute began using the Clubhouse for classical music and music education. Originally a golf clubhouse, its beautiful 2-story atrium is aesthetically and acoustically suited to a concert series that has been praised by arts reviews as "venturesome by any standard" and "a smart, offbeat dynamic to the local music scene" (Miami Herald, July and Dec. 2008), and "best" concert series (SunPost readers 2008).

Re-opening the 1937 Little Stage Theater, connected to the Clubhouse but unusable for many years, will draw attention to these neglected treasures in the Art Deco Historic District. The newly emerging arts campus adds not only to the county's cultural performance map but to its historic map; in fact the Clubhouse, built in 1915, is the city's oldest surviving public building yet has long been overlooked on historic maps and tours. After winning an RFP for the Clubhouse in 2007 (pending a future master plan for the area), the Institute has now been awarded interim use of the theater and has spent hundreds of hours working with the city to complete repairs, to upgrade the space to an intimate black box, and to begin integrating the facilities under a single lease agreement.

The 1930's deco era style cabaret-style grand opening will be a newsworthy re-introduction of the Little Stage Theater as a black box, with the Clubhouse serving as lobby and as a performance area for portions of the series. The black box is expected to become a regular part of the county's performance agenda, both for SoBe Arts events and for visiting arts groups that present in this unique environment. The cabaret itself is envisioned as a recurrent series. The grand opening is December 4-6 (following a Dec. 3 preview) with repeat performances the next two weekends. We will extend by popular demand, reaching an additional 1,000 people. The cabaret will be an artistically compelling blend of music, film, dance, and theater (the Institute's arts education disciplines), accompanied by tapas. Shows will run at 9pm on Friday and Saturday nights, with a family-friendly version on Sunday afternoons to accommodate the Institute's younger students. As with our successful *Open Friday* events, the interdisciplinary program will be designed by Executive Artistic Director Carson Kievman in coordination with the Institute's professional arts faculty. The cabaret will display the Institute's range of expertise from classical to avant-garde. Mr. Kievman has produced music and theater at world-class settings from Tanglewood to The Public Theatre. Faculty artists are graduates of top conservatories such as the Juilliard School and Berklee College of Music and/or affiliated with major performance institutions such as the Twyla Tharp Dance and 13th Street Repertory Theater. TDC support will help to announce a new historic and cultural tourist attraction by producing a high-caliber, multi-disciplinary grand opening performance series. The emergence of a new arts campus and the inauguration of SoBe Arts will be publicized regionally and beyond, including in Miami Beach's Toronto-area sister city.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>2</u>	6650				6650	
ARTISTIC:	NUMBER OF ARTISTS: <u>8</u>	16700		8000		8700	
TECHNICAL:	NUMBER OF EMPLOYEES: _____						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>9</u>	11100				11100	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES <u>3</u>	3900				3900	
MARKETING/PUBLICITY		7000		7000			
PRINTING		750				750	
POSTAGE (NO POSTAGE FOR THIS PROJECT)							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL (NO SPACE RENTAL COST)							2000
INSURANCE (NO ADDITIONAL INS COST)							
UTILITIES		1313				1313	
SUPPLIES/MATERIALS		750				750	
OTHER COSTS (ITEMIZE BELOW):							
MUSIC (PRINTED) RENTALS		500				500	
FOOD & DRINKS		4000				4000	3000
SETS, PROPS & COSTUMES		3000				3000	
DEMOLITION & RENOVATION OF THEATER		20000				20000	
STAGE FLOOR, WINDOWS, SOUND, LIGHTING		15000				15000	
JANITORIAL SERVICES		600				600	

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

15000

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

91263

 = 15000 + 76263

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

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

5000

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

\$ 96263

 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 2009-2010

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	23750		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	2513	5000	S. BEACH HOTEL GROUP
FOUNDATION SUPPORT	15000		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____	35000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15000		

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

91263

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

5000

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

\$ 96263

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: C-1

ORGANIZATION: In Tune Partners, LLC

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami Music Festival

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: For Profit

DATE(S) OF EVENT: December 10-13, 2009

EVENT LOCATION: Various - 18 Venues throughout Brickell area

DESCRIPTION:

Funds are requested to support the creation of an annual festival for new and emerging musical acts from the neighboring cities, counties, country and around the world. The festival features evening performances on 25 stages in the Brickell area including clubs, restaurants and erected tents. The scheduled conference is anticipated to draw 600 acts, national press and an estimated 25,000 fans and representatives from the music industry, the majority of which will utilize 3,000+ room nights now reserved for this purpose.

HOTEL CONFIRMATION:

Total of 1010 Room Nights

Comfort Inn MIA; Conrad

Courtyard by Marriott; Doubletree Grand; Epic; Shore Club; Sofitel MIA; Viceroy Miami

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

GMCVB - \$20,000 Pending

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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

FY 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): **022474769**

In Tune Partners LLC

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 55 Larry's Lane

City: Pleasantville State: NY Zip: 10570 Website: intunemonthly.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2003

(7) FEI#: 20 - 0096602 (8) State of Incorporation: NY

(9) Required Pre-application Consultation: Date: 07/23/09 Time: 3:00 pm

(10) Name: Irwin Kornfeld Mr. Mrs. Ms. Miss Dr.

Title: CEO Phone (day): (914) 358 - 1200 ext. 204

Email: ikornfeld@intunepartners.com Fax: (914) 948 - 4045 Phone (other): (914) 557 - 1053 ext.

PROJECT INFORMATION

(11) Project Title: Miami Music Festival

(12) Starting and Ending Dates: Dec 10-13, 2009 (13) Starting and Ending Times: 12/10 6PM - 12/13 2AM

(14) Address or Location of Project: 18 Venues in the Brickell area of Miami (see attached)

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

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 39

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

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

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

(18) Expected Participation (# of individuals): 25,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-): _____ # of Youth (Ages 13-18): _____

of Children (Ages 6-12): _____ **Total # - All Ages (Ages 0-18):**

(18b) Total Participation: 25,000 Audience/Attending: 24,130 Performing/Instructing 870
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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

Taking place for the first time on December 10-12, 2009, The Miami Music Festival is the nation's newest showcase for emerging musical acts. Independent artists, and those invited by record labels and showcase sponsors, will perform on more than 25 stages in the Brickell area of downtown just after Art Basel. MMF is modeled after the successful and long-running South By Southwest (SXSW) Music Festival, which takes place each March in Austin, TX. It is hopeful that MMF will produce an economic impact for Miami similar to SXSW, which had an estimated impact of at least \$110 million in 2008. Attendance at the MMF is expected to be 25,000 over a 3 day period.

Like SXSW, The Miami Music Festival will use an event format that integrates an industry conference with hundreds of one-hour evening showcase performances in clubs, restaurants, tents and hotels on South Miami Avenue from 7th to 13th Streets and the surrounding environs. The MMF's daytime conference will take place at the Miami Convention Center, connected to MMF headquarters, The Hyatt Regency Miami.

Although The Miami Music Festival will present artists performing all genres of music, Latin, Urban and Caribbean music will be featured. Record label A&R executives, music publishing and touring executives, technology, media and marketing executives, radio program directors, film music supervisors, advertising executives and other buyers of music will speak at the MMF conference, sharing their wisdom with MMF's performing musicians. Networking with other musicians as well as interacting with both sponsors and industry executives provides an added attraction for musicians beyond their showcase performance. Badges for the conference are priced at \$150 which includes admission to all performances.

Performers will either apply to MMF for a fee collected online, or showcase sponsors will invite them to perform. Record labels, rights societies, media companies and consumer marketers will buy blocks of time on MMF stages—or showcases—and artists will be presented under those organizations' imprimaturs. The ratio of sponsored performances to independent performances will be 50/50.

MMF attendees will buy wristbands: \$25/1 day, \$50/3 day (\$20 and \$35 for students, respectively) and will be accommodated at each venue on a "first-come, first-served" basis. Passes will be purchased online and picked up on site. Venues will permit access to patrons without an MMF wristband for a \$10 cover charge.

Festival participants will boost the local economy by booking the 3000 hotel room nights blocked at 22 area hotels and visiting local stores/restaurants while on site. TDC moneys will allow MMF to market and promote the event and enable gear rental by MMF to be available for traveling performers. A key objective of this annual festival is to draw musicians to Miami, and to stimulate and develop the downtown area's live music scene.

The Festival has partnered with the Miami Downtown Development Authority, The Greater Miami Convention and Visitors Bureau, The Miami-Dade Film and Entertainment Office, The Miami Herald, and all four American performing rights organizations.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>6</u>	<u>254,000</u>				<u>254,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>2+</u>	<u>60,000</u>		<u>15,000</u>		<u>45,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>66</u>	<u>20,000</u>		<u>10,000</u>		<u>10,000</u>	
MARKETING/PUBLICITY			<u>113,000</u>				<u>113,000</u>	<u>125,480</u>
PRINTING			<u>5,000</u>				<u>5,000</u>	
POSTAGE			<u>4,450</u>				<u>4,450</u>	
IN-COUNTY TRAVEL			<u>20,000</u>				<u>20,000</u>	
OUT OF COUNTY TRAVEL			<u>4,000</u>				<u>4,000</u>	
EQUIPMENT RENTAL			<u>20,000</u>				<u>20,000</u>	
EQUIPMENT PURCHASE			<u>3,600</u>				<u>3,600</u>	
SPACE RENTAL			<u>98,000</u>				<u>98,000</u>	
INSURANCE			<u>40,000</u>				<u>40,000</u>	
UTILITIES			<u>13,800</u>				<u>13,800</u>	
SUPPLIES/MATERIALS			<u>17,000</u>				<u>17,000</u>	
OTHER COSTS (ITEMIZE BELOW):								
	LEGAL FEES		<u>13,000</u>				<u>13,000</u>	
	PAYROLL TAXES		<u>9,150</u>				<u>9,150</u>	

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

25,000

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

695,000 = **25,000** + **670,000**

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

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

125,480

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

\$ 820,480 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

7 PROJECT REVENUE BUDGET 2009-2010

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	257,000		
CONTRACTED SERVICES	60,000		
TUITIONS			
CORPORATE SUPPORT	100,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>GMCVB & MDDA</u>	25,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Advertising		125,480	SEE ATTACHED LIST
Showcases	50,000		
Conference Fees	55,000		
Exhibitor Fees	50,000		
Housing Commissions	18,000		
Poster & T-Shirt Sales	55,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

695,000

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

125,480

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

\$ 820,480

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: D-1

ORGANIZATION: Miami Book Fair International, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami Book Fair International - 2009

RECOMMENDATION: \$25,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: November 9-15, 2009

EVENT LOCATION: Miami-Dade College, Wolfson Campus, 300 NE 2nd Avenue

DESCRIPTION:

Funds are requested to support the 26th Annual Miami Book Fair International, a literary festival that brings several hundred authors and exhibitors, as well as thousands of tourists to the Wolfson Campus of Miami Dade College and its surrounding streets. This year's fair will take place from November 8-15, 2009.

HOTEL CONFIRMATION:

Hyatt Regency Miami (550 room nights)
Courtyard by Marriott Miami Downtown (230 room nights)

OUTSIDE MEDIA:

TV: CBS4, My33, C-Span Book TV (Pending); WLRN

PREVIOUS TDC FUNDING:

(\$22,500 (08-09)- End of Cycle); \$17,500 (07-08); \$20,000 (06-07); \$22,500 (05-06); \$25,000 (04-05);
(\$15,000 (03-04) - End of Cycle); \$12,250 (02-03); \$14,000 (01-02); \$20,000 (00-01); \$17,500 (99-00)

OTHER GOVERNMENT FUNDING:

FEST - \$100,000 (Pending)
Culture Builds Florida - \$25,000 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): **557186962**
 Miami Book Fair International, Inc. FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 300 N.E. 2nd Avenue, Suite 4102

City: Miami State: FL Zip: 33132 Website: www.miamibookfair.com

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 59 - 2415165 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 07/23/09 Time: 3-5 p.m.

(10) Name: Delia Lopez Mr. Mrs. Ms. Miss Dr.

Title: Director of Operations Phone (day): (305) 237 - 3066 ext.

Email: dlopez@mdc.edu Fax: (305) 237 - 3003 Phone (other): (305) 237 - 3258 ext.

PROJECT INFORMATION

(11) Project Title: Miami Book Fair International 2009

(12) Starting and Ending Dates: November 8-15, 2009 (13) Starting and Ending Times: 10:00 AM - 6:00 PM

(14) Address or Location of Project: Miami Dade College, Wolfson Campus, 300 NE 2 Ave., Miami, FL

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 2

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 39

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

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

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

(18) Expected Participation (# of individuals): 300,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 5,500 # of Youth (Ages 13-18): 7,500

of Children (Ages 6-12): 11,000 Total # - All Ages (Ages 0-18): 24,000

(18b) Total Participation: Audience/Attending: 300,000 Performing/Instructing 900
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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

In 2008, Miami Book Fair International (MBFI) proudly celebrated its 25th year of promoting reading and the written and illustrated word during its annual literary festival. The Fair continues to be one of the most significant cultural undertakings in the region, and still the largest and finest book fair of its kind in the nation. The event encompasses national and international book exhibitors, educational programming, children's activities, music, dance, creative writing workshops, and a three-day street fair. This year's event will take place November 8-15, 2009, at the downtown campus of Miami Dade College.

The 2009 Fair will build on the proven model developed by the founders, popular with loyal fairgoers and always a hit with first-time visitors – local, national and international. We continually strive to present both emerging and prize-winning authors, as well as offer creative children's literacy programs, exciting visual art exhibitions, diverse entertainment, and panel discussions on current issues. The Fair will continue to attract fairgoers by presenting a variety of events and author discussions through the Festival of Authors and the Evenings With series. This year we have scheduled over 300 authors and 250 performers. The following is a list some of the featured authors: Sherman Alexie, Margaret Atwood, Meg Cabot, Al Gore, Dr. Sanjay Gupta, Barbara Kingsolver, Ralph Nader, Edmundo Paz Soldan, Richard Powers, Jeannette Walls and many others. More than 200 workshops, discussions and performances will take place during the eight day event.

Over the years, the Fair has gained respect in the literary community through the nation and the world for its quality programming and festival atmosphere. We anticipate participation by approximately 250 local, national and international exhibitors participate in the Fair during the weekend Street Fair attract hundreds of thousands of book lovers from all over the country and the world. The Children's Alley invites children of all ages to share in the joys of books and reading through activities and storytelling presentations. Friday morning's program will continue to be dedicated to sessions for students from the public school system as well as private and parochial schools. Based on last year's successful debut, we will again host the Comix Galaxy which includes panel discussions exploring the diversity of the graphic novel and exhibits of comics art.

The Book Fair continues to be an economic development tool by attracting new and many return visitors to the area. The funding from TDC will support to our marketing efforts which focus on regional, national and international media exposure, and will promote the Fair to a vast local, national and international audience to ensure the large numbers of attendance that the Fair experiences year after year. In fact, each November, Miami becomes the focus of the publishing industry as several hundred representatives from the literary and publishing worlds travel to Miami-Dade County providing a positive impact on the local tourist and service industries. As a result of the influx of visitors to our community, local area hotels, restaurants and tourist attractions also benefit from the additional revenues generated by these visitors. The Book Fair has contracted with the Hyatt Regency Miami to be the Fair's official "Host Hotel" and has blocked 550 room nights for guest authors. In addition, the Book Fair is working with local hotels, travel agencies and airline companies to develop travel packages to attract more tourists during the weekend of the Street Fair. We hope to promote packages on our website and with Greater Miami Convention and Visitors Bureau nationally and internationally.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>4</u>	354,054		0		354,054	0
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>0</u>	0		0		0	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>140</u>	419,400		0		419,400	0
MARKETING/PUBLICITY		161,641		15,000		146,641	150,000
PRINTING		70,000		10,000		70,000	0
POSTAGE		5,000		0		5,000	0
IN-COUNTY TRAVEL		600		0		600	0
OUT OF COUNTY TRAVEL		65,000				65,000	0
EQUIPMENT RENTAL		129,304		0		119,304	0
EQUIPMENT PURCHASE		500				500	0
SPACE RENTAL		1,300		0		1,300	190,000
INSURANCE		14,000		0		14,000	0
UTILITIES		500		0		500	0
SUPPLIES/MATERIALS		42,000		0		42,000	0
OTHER COSTS (ITEMIZE BELOW):							
	ACCT/BANK FEES/TAXES	21,650		0		21,650	0
	PUBLIC RELATIONS	20,000		0		20,000	0
	AUTHOR/ARTIST HONORARIA	10,000		0		10,000	0
	LODGING (HOTEL)	50,000		0		50,000	0
	CITY SERVICE FEE	14,000		0		14,000	0

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

\$25,000

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

1,378,949

= **25,000**

1,353,949

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

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

\$340,000

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

\$1,718,949

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 2009-2010

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	174,000	0	
CONTRACTED SERVICES	0	0	
TUITIONS	0	0	
CORPORATE SUPPORT	165,000	150,000	THE MIAMI HERALD
FOUNDATION SUPPORT	5,000	0	
PRIVATE/INDIVIDUAL SUPPORT	70,000	0	0
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE FL. Dept of State	10,960	0	0
LOCAL Festival	100,000	0	0
APPLICANT CASH ON HAND	0		
OTHER REVENUES (Itemize below)			
Accessories Sales/Other Revenue	4,000	0	0
Book Sales	1,000	0	0
Food Vendor/Exhibitor	132,000	0	0
Advertising Magazine/Other	5,000	0	0
MDC Support	686,989	190,000	RENTAL FACILITIES AT MDC
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

\$1,378,949

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

340,000

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

\$ 1,718,949

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: C-2

ORGANIZATION: Lumana Global Corporation

GRANT REQUEST: \$15,000

TITLE OF EVENT: Downtown Miami Riverwalk Festival & Boat Parade

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: For Profit

DATE(S) OF EVENT: November 21, 2009

EVENT LOCATION: 325-335 S. Biscayne Boulevard, Miami, FL 33131

DESCRIPTION:

Funds are requested to support the Downtown Miami Riverwalk Festival & Boat Parade, held on November 21, 2009. The event highlights local arts, environmental and cultural local vendors and celebrates the unique surroundings at the mouth of the Miami River at Biscayne Bay.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$10,000 (04-05)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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: ncsb@miamidade.gov

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-_____

QUARTER/CATEGORY

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

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

005994714

Lumana Global Corporation

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 25 SE 2nd Ave., Suite 1048

City: Miami State: FL Zip: 33131 Website: www.miamiculturaltours.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2003

(7) FEI#: 56 - 2332712

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: July 23, 2009 Time: 3:00p.m. - 5:00p.m.

(10) Name: David C. Brown, M.A. Mr. Mrs. Ms. Miss Dr.

Title: Director Phone (day): (305) 416 - 6868 ext.

Email: db3227@aol.com Fax: () - Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Downtown Miami Riverwalk Festival & Boat Parade

(12) Starting and Ending Dates: 10:00 AM (13) Starting and Ending Times: 4:00PM

(14) Address or Location of Project: 325-335 S. Biscayne Blvd. Miami, FL 33131

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

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 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): 500

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-3): # of Youth (Ages 13-18): 15

of Children (Ages 6-12): 10 Total # - All Ages (Ages 0-18): 50

(18b) Total Participation: Audience/Attending: Performing/Instructing

(All Adults PLUS All Children) 500=450+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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Downtown Miami Riverwalk Festival and Boat Parade" is a special legacy, signature cultural event for local residents and visitors to explore and interact among local arts, environmental and culture vendors while celebrating the unique surroundings at the mouth of the Miami River at Biscayne Bay." Admission to the event is complimentary. The event will be held on Nov. 21, 2009 from 10:00AM-4:00PM. This event is critical for tourism as there is no other event on Miami's Riverwalk and no similar event in Downtown Miami or Miami-Dade County. The festival venue is wheel chair accessible and ADA compliant.

The anticipated guest attendance is expected to be 500 persons and up to \$37,500.00 is expected to be generated based on an average expenditure of \$75.00 per person. Hotel partner is Conrad -w/10 rooms reserved. We are expecting numerous sponsors from last year plus participation of various City of Miami, Miami-Dade County agencies including volunteers from the Miami-Dade County Ambassador Program and other volunteers (see detailed supplement). The event offers complimentary tastings from 5 area Downtown restaurants such as Giovanna's Café, Indigo of Intercontinental & Thai among the multicultural strolling musicians, mime and clowns. Vendor booths themes will include: pet friendly, children's, art, environmental education / "green" vendors. Children's section will include: teaching of arts, crafts, mime and music. 10 Strolling musicians representing the most high caliber entertainment locally performing hourly from 10-4 including: Oshka, Good Blend, Jose Alfredo, Mariachi Xolotan, Lela Lomabado Door prizes donated by Downtown Miami and Brickell area vendors will be given to festival guests. The Boat Parade features government boats (led by the US Coast Guard) that patrol the river and private boats carrying pageantry as Ms. Latina, Ms. Haiti.

Describe marketing and promotional efforts for the event:

Presence on 6 websites listed in # 34 and 2 cable TV channels (WPBT-uVu MiamiTVChannel.com-see letters). We are anticipating a feature article in the DWNTWNR, of the Miami DDA. The event will also be marketed/ promoted through direct target emails, newsletters and 10,000 flyers distributed via street team by hand and via email to: Bayside Marketplace, Downtown/ Brickell area hotels and condo concierges.

We anticipate that at least one radio (Magic 102.7) will broadcast live from the event site. Cross-marketing efforts are anticipated through the Downtown Miami Partnership (DMP)/ DDA and select Downtown vendors through our Downtown Miami Interactive Walking Tour (by promoting to tourists) A press release will also be distributed to appropriate media contacts. Complementary calendar listings will be sent to Miami Herald Neighbors Section, Miami Today, SunPost and Biscayne Times along w/ numerous community newspapers.

How Does the Event Benefit the City of Miami? The event will bring great value/awareness to a new resource, the Miami Riverwalk, that has only been showcased once before-at last year's event. Visitors and local residents will be able to enjoy and experience the Miami Riverwalk, the nearby Miami River and Biscayne Bay while interacting amongst each other as well as the festival vendors. This event will continue to highlight and promote this new, upcoming and important area of Downtown Miami. The Festival showcases new and existing businesses in Miami-Dade County. **TDC funding** assist w/ hiring artistic and technical personnel, marketing and promotion that otherwise would not be possible w/o TDC funding. Implementation Strategy -**Timeline**-Jan. 1, 2009- Nov. 15, 2009 securing sponsors and vendors Day of Event Schedule (attached) Oct. 1, 2009-Nov. 21, 2009 marketing and promotion of event; evaluation.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>2</u>	25,000		3,750		21,250	5,000
ARTISTIC:	NUMBER OF ARTISTS: _____						
TECHNICAL:	NUMBER OF EMPLOYEES: _____						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>8</u>	3,000		1,750		1,225	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>2</u>	500		500			
		3,000		1,500		1,500	5,000
MARKETING/PUBLICITY							
PRINTING		1,000		500		500	500
POSTAGE		200				200	
IN-COUNTY TRAVEL		3,000				3,000	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		3,000		2,500		500	
EQUIPMENT PURCHASE							
SPACE RENTAL		4,000		1,500		2,500	
INSURANCE		1,200		200		1,000	
UTILITIES		2400		1,000		1,400	
SUPPLIES/MATERIALS		200		100		100	
OTHER COSTS (ITEMIZE BELOW):							
T-SHIRTS		800		700		125	
POLICE		750				750	
VIDEOGRAPHER		1,000		1,000			
VOLUNTEERS							3,400

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

15,000

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

49,050

=

+

34,050

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

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

12,250

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

\$61,300

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 2009-2010

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	29,050		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL	15,000		
APPLICANT CASH ON HAND	5,000		
OTHER REVENUES (Itemize below)			
		2,400	12 COUNTY AMBASSADORS
		1,000	10 VOLUNTEERS
		500	PRINTING -BANNER, COPIES
		3,350	MARKETING -PRINT, RADIO, ELECTRONIC MEDIA
		5,000	PERSONNEL
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)			

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

\$49,050

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

\$12,250

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

\$61,300

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: E-1

ORGANIZATION: City of Sunny Isles Beach

GRANT REQUEST: \$15,000

TITLE OF EVENT: Sunny Isles Beach Jazz Fest

RECOMMENDATION: \$15,000

EVENT CATEGORY: Government/Municipalities

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: October 17, 2009

EVENT LOCATION: Samson Oceanfront Park, 17425 Collins Avenue

DESCRIPTION:

Funds are requested to support the Sunny Isles Beach Jazz Fest, taking place on Saturday, October 17, 2009, at the Samson Oceanfront Park. The music festival features the Neville Brothers, Nicole Henry and a Latin Jazz group. A portion of the proceeds will benefit Joshua's Heart Foundation, a non-profit dedicated to fighting hunger in underprivileged communities.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

WDNA 88.9 FM

PREVIOUS TDC FUNDING:

\$15,000 (08-09); \$15,000 (07-08)

OTHER GOVERNMENT FUNDING:

St. Tropez - \$1,500 Pending

Comm. Heyman - 3,000 Pending

City of Sunny Isles - \$40,000 Pending

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-_____

QUARTER/CATEGORY

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

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

029711897

City of Sunny Isles Beach

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 18070 Collins Avenue

City: Sunny Isles Beach **State:** FL **Zip:** 33138 **Website:** www.sibfl.net

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

(5) Corporate Status: **Non-Profit** **For Profit** (6) Year of Incorporation: 1997

(7) FEI#: 65 - 0784647 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3:00 p.m.

(10) Name: Ibis Romero Mr. Mrs. Ms. Miss Dr.

Title: Executive Director **Phone (day):** (305) 792 - 1908 ext.

Email: ibis@sibfl.net **Fax:** (305) 949 - 3113 **Phone (other):** (305) 792 - 1952 ext.

PROJECT INFORMATION

(11) Project Title: Sunny Isles Beach Jazz Fest

(12) Starting and Ending Dates: October 17, 2009 (13) Starting and Ending Times: 6pm – 9pm

(14) Address or Location of Project: Samson Oceanfront Park, 17425 Collins Avenue, Sunny Isles Beach

(15) Municipality in which project will take place (use codes): **Primary: # 30** **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: # 4 Florida State Senate District: # 35

Florida State House District: # 106 U.S. Congress District: # 20

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

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

(18) Expected Participation (# of individuals): 1,225

(18a) Numbers of children to be served by project (*Attending, Participating and/or Performing COMBINED*):

of Infants/Preschool (Ages 0-5): 15 # of Youth (Ages 13-18): 5

of Children (Ages 6-12): 30 **Total # - All Ages (Ages 0-18):** 50

(18b) Total Participation: Audience/Attending: 1,225 Performing/Instructing 25
 (All Adults *PLUS* All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 City of Sunny Isles Beach, in partnership with the Sunny Isles Beach Resort Association and along with the Joshua's Heart Foundation, is excited to host the second annual 2009 music festival, Sunny Isles Beach Jazz Fest.

There will be various events taking place throughout the weekend. Friday, October 16, 2009, Acqualina Resort and Spa will have Jazz Vibrations and Libations performing from 8:00-11:00 p.m. Tickets are \$20. Saturday, October 17, 2009 the City will host in Samson Oceanfront Park, the Neville Brothers, Nicole Henry and Roberto Perera from 7:00 – 10:00 p.m. Tickets are \$25. Sunday, October 18, 2009 Newport Beachside Hotel and Resort will present Sammy Figueroa with Angela Liano and brunch from 11:00 a.m. to 3:00 p.m. Tickets are \$20.

Although the hotels will individually coordinate the logistics of their respective events on Friday and Sunday, these events are being marketed to the public in conjunction with the main concert Saturday night as an entire weekend festival. Acqualina Resort, Newport Beachside, Doubletree and Trump International hotels are offering discounted rates to Jazz Fest attendees and are also sponsors of the event. Because jazz music is a genre that is recognized and appreciated worldwide, we expect this festival to draw tourists and visitors from all over South Florida. We also expect the specific groups of jazz fans that follow each artist to enjoy together the entire weekend of activities in our beautiful Samson Oceanfront Park.

The event will be marketed in a variety of ways. Local hotels in Sunny Isles Beach will send blast emails to clients in order to promote the event and rates/availability for their hotel. The event will be publicized in our local community newspaper, the Sunny Isles Beach Sun, on our local cable access channel, on the city's website (www.sibfl.net), on the Sunny Isles Beach Resort association website (www.sunnyislesbeachmiami.com), the Latin Chamber of Commerce, on the Greater Miami Convention and Visitors' Bureau calendar, in "Around Town" magazine, Hot House Magazine, Jazziz Magazine, New Times Newspaper, on pole banners, as well as in flyers that will be distributed throughout Sunny Isles Beach and neighboring communities. In partnership with WDNA FM and WLRN FM there will be seventy-two 30 second commercials that will air between September 21st and October 18th. The stations have a broad audience, the Florida Keyes to West Palm. Marketing plan attached.

This is the second year hosting this event in Sunny Isles Beach. It will provide an opportunity for residents and visitors to experience again the variety of accommodations and venues available. It will also provide, at a rate greater than last year, increased hotel bookings and increased commerce for local businesses. That is because the event is expected to draw more concert goers this year as loyal followers of the featured jazz artists rush to buy tickets to this very affordable oceanfront venue. The advantage of having multiple sponsors off-setting the expenses is that ticket prices can remain low, allowing a wider range of jazz lovers to enjoy this concert experience. Also offsetting the expenses is the use of City-owned property (rent-free) as the venue for the main event. Existing liability insurance covers all events at the park & management company has required insurance. TDC funding will compliment the ability to enhance branding, reputation, and awareness of the host city as a national and international tourism destination.

Planning for 2009 began right after last year's event. Equipment was reserved. Logistics Management company was retained to run the event. New sponsor brochures were developed as suggested in last year's after-event meeting. Letters to potential sponsors and venues were sent months in advance.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL						
ADMINISTRATIVE (POLICE): NUMBER OF EMPLOYEES: <u>10</u>	5,500		3,000		2,500	
ARTISTIC: NUMBER OF ARTISTS: <u>0</u>	0				0	
TECHNICAL: NUMBER OF EMPLOYEES: <u>0</u>	3,500		3,000		3,500	
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS: <u>25</u>	20,000				20,000	
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES: <u>12</u>	9,150		9,000		650	
MARKETING/PUBLICITY	10,000				10,000	19,570
PRINTING	4,500				4,500	
POSTAGE	500				500	
IN-COUNTY TRAVEL						
OUT OF COUNTY TRAVEL						
EQUIPMENT RENTAL	32,150				28,650	
EQUIPMENT PURCHASE	0					
SPACE RENTAL	0					
INSURANCE	0					
UTILITIES AND PERMITS	4,500				4,500	
SUPPLIES/MATERIALS	4,700				4,700	2,240
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)

94,500

=

15,000

+

79,500

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

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

21,810

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

\$ 118,125

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 2009-2010

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	28,989		
CONTRACTED SERVICES	2,511		
TUITIONS			
CORPORATE SUPPORT	5,000	21,810	SEE LIST
FOUNDATION SUPPORT	0		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>Commissioner Heyman</u>	3,000		
APPLICANT CASH ON HAND	40,000		
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

94,500

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

21,810

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

\$ 118,125

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: F-1

ORGANIZATION: City of Miami Beach - Department of Tourism and Cultural Development
GRANT REQUEST: \$25,000

TITLE OF EVENT: Sleepless Night 2009

RECOMMENDATION: \$7,500

EVENT CATEGORY: Government/Municipalities

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: November 7-8, 2009

EVENT LOCATION: Several venues throughout Miami Beach

DESCRIPTION:

Funds are requested to support SLEEPLESS NIGHT 2009, a sundown-to-sunrise , free, citywide celebration of the arts produced by the City of Miami Beach Department of Tourism and Cultural Development and Cultural Arts Council. Over 300 participating artists will be featured in more than 150 free exhibitions, installations and performances at more than 80 different locations around the city. Free shuttle buses with onboard arts programming will connect the various zones of activity and remote parking for the duration of the event.

HOTEL CONFIRMATION:

Catalina Hotel
Beach Club

OUTSIDE MEDIA:

Classic SFL 89.7 FM
Comcast

PREVIOUS TDC FUNDING:

\$5,250 (08-09) end of cycle; \$5,250 (07-08); \$6,000 (07-08); \$6,750 (06-07); \$7,500 (05-06); {\$5,000 (04-05) - End of cycle}; \$5,250 (03-04); \$8,000 (02-03); \$6,750 (01-02); \$7,500 (00-01)

OTHER GOVERNMENT FUNDING:

Community Grants - \$2,943
Knight Foundation - \$150,000
GMCVB - \$150,000
NEA - \$25,000

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

TDC/10- _____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): 020546289
 City of Miami Beach (Dept. of Tourism & Cultural Dev.) FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1700 Convention Center Drive

City: Miami Beach State: FL Zip: 33139 Website: www.miamibeachfl.gov

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1915

(7) FEI#: 59 - 6000372 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 07/23/09 Time: 3:00pm

(10) Name: Jorge M. Gonzalez Mr. Mrs. Ms. Miss Dr.

Title: City Manager Phone (day): (305) 673 - 7010 ext.

Email: jgonzalez@miamibeachfl.gov Fax: (305) 673 - 7782 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Sleepless Night 2009

(12) Starting and Ending Dates: November 7-8, 2009 (13) Starting and Ending Times: 6:00 pm – 7:00 am

(14) Address or Location of Project: Several venues in Miami Beach (Byron Carlyle, Lincoln Theater, etc.)

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

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

(16) Miami-Dade Commission District: # 4 Florida State Senate District: # 38

Florida State House District: # 106 U.S. Congress District: # 22

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

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

(18) Expected Participation (# of individuals):

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 500 # of Youth (Ages 13-18): 18,500

of Children (Ages 6-12): 1,000 Total # - All Ages (Ages 0-18): 20,000

(18b) Total Participation: 220,000 Audience/Attending: 200,000 Performing/Instructing 300
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 City of Miami Beach is collaborating with every cultural organization in the city and with numerous organizations, individuals and businesses to present SLEEPLESS NIGHT 2009, a sundown-to-sunrise, free, citywide celebration of the arts. It begins at 6 p.m. on November 7, 2009, and ends 13 hours later at 7 a.m. on November 8. Sleepless Night will present 150 cultural offerings at over 80 locations citywide. Included are free museum admissions, indoor and outdoor art installations and performances, architectural tours, dance (and dancing,) theater, music, slam poetry, film, video, fashion, acrobatics, comedy and other cultural offerings.

Outdoor stages will be erected at Normandy Fountain, 21st Street beach, Lincoln Road, Espanola Way, and Lummus Park. Participating venues include the North Beach Band Shell, North Shore Park Youth Center, the Byron Carlyle, Colony and Lincoln Theaters, Bass Museum of Art, Wolfsonian-FIU, Jewish Museum of Florida, Miami City Ballet Studios, Miami Beach Convention Center, Miami Beach Botanical Garden, Miami Beach Public Library, Temple Emanu-El, Miami Beach Community Church, and numerous other indoor and outdoor, public and private locations. Additional participating organizations include ArtCenter/South Florida, New World Symphony, Miami Light Project, FUNDarte, Tigertail Productions, Miami Contemporary Dance Company, Playground Theatre for Young Audiences, Teatro en Miami, Arts Inside the Open Tent, Temple Beth-Shalom, Arsht Center, Rhythm Foundation, Haitian Cultural Center, Arts at St. John's, Miami Children's Museum, Miami Lyric Opera, Miami Design Preservation League, Centro Cultural Espanol, the Consulates of France, Japan and the Netherlands, and many others, including the Greater Miami Convention and Visitors Bureau, the Miami Beach Chamber of Commerce, and the Miami Beach VCA.

Principal offerings include several Florida premieres: Ray Lee's "Siren" installation and the Dream Engine's "Heliosphere" performance (both from the U.K.,) Studio Vollaerszwart's "Dark Side of the Moon" (from the Netherlands,) French-African dancer-musician Julie Dossavi, Toni Dove's interactive "Spectropia" (from New York,) J-Walt's "Spontaneous Fantasia" (California) and NeoGrafik's non-destructive laser tagging and digital painting performance (Montreal.) Participating local artists include Pablo Cano, Seraphic Fire, Spam All Stars, Animate Object Physical Theater, Edouard Duval-Carrie, Clarita Filgueiras, South Florida Jazz Orchestra, and hundreds more, representing all aspects and points of view of what we collectively call "the arts."

Our hotel sponsor is the Catalina Hotel and Beach Club and its sister properties in the South Beach Hotel Group with 170 hotel rooms blocked for this event. The City expects approximately 220,000 people to participate in this event. Our media sponsors include OK Magazine, Comcast, Atlantic Broadband, Classical South Florida 89.7 FM, WLRN, Miami Herald, New Times and others. GMCVB will once again bring in journalists to cover the event. In 2007 such coverage resulted in major stories in the Toronto Star and on NPR in New York. SLEEPLESS NIGHT 2009 was one of only 31 winners (out of 1,643 proposals) in the John S. and James L. Knight Foundation's first Knight Arts Partnership, and was awarded a \$150,000 challenge grant. GMCVB has once again pledged \$150,000; the National Endowment for the Arts has awarded \$25,000; the Ocean Drive Association \$20,000; the Miami Beach Cultural Arts Council \$75,000; and there are applications pending with the State and the Miami Beach VCA. Audi has just signed on as title sponsor for \$75,000. Our multilevel marketing plan targets local, regional, state, and national and international feeder market audiences. Traditional media are supplemented with extensive electronic marketing via our own and city websites, various e-newsletters, dedicated Facebook, MySpace and Twitter sites. The TDC "stamp of approval," when added to those already received from other sources, will underscore local commitment to the importance of Sleepless Night in Greater Miami's overall cultural tourism strategy. TDC funding will be dedicated exclusively to marketing the event in our traditional North American and foreign feeder markets.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	4	40,625				40,625	
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	300	300,000				300,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	30	63,000				63,000	
MARKETING/PUBLICITY			150,000		25,000		125,000	
PRINTING			50,000				50,000	
POSTAGE								
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL			15,000				15,000	
EQUIPMENT RENTAL			60,000				60,000	
EQUIPMENT PURCHASE								
SPACE RENTAL								
INSURANCE								
UTILITIES								
SUPPLIES/MATERIALS								
OTHER COSTS (ITEMIZE BELOW):								
	SHUTTLE BUSES		20,000				20,000	
	ACCESS ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES (MOBIMATS, CLOSED CAPTION, ETC)		7,000				7,000	
	PROFESSIONAL SERVICES		25,000				25,000	

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)								
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)								
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)								
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)								

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 2009-2010

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	281,755		
FOUNDATION SUPPORT	150,000		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL NEA	25,000		
STATE Culture Builds Florida	25,000		
LOCAL CAC, VCA	125,000		
APPLICANT CASH ON HAND	98,870		
OTHER REVENUES (Itemize below)			
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		
<hr/>			
(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	730,625		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)			
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 730,625		* Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: G-1

ORGANIZATION: Florida International University Board of Trustees, for the benefit of Women Basketball **GRANT REQUEST:** \$15,000

TITLE OF EVENT: FIU Thanksgiving Tournament and FIU Sun & Fun Classic 2009 **RECOMMENDATION:** \$4,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: November 27 - December 30, 2009

EVENT LOCATION: FIU Century Bank Arena, University Park Campus

DESCRIPTION:

Funds are requested to support two Division 1 Women's Basketball Tournaments, the FIU Thanksgiving Tournament and the FIU Sun & Fun Tournament. Each tournament consists of four teams, FIU being the host team of both events. The visiting teams participating in both tournaments include St. Joseph's University, University of Florida, Hampton University, GA Tech University and Bryant University.

HOTEL CONFIRMATION:

Pending

OUTSIDE MEDIA:

Radio: FIU Radio WRGP 88.1

PREVIOUS TDC FUNDING:

\$4,000 (04-05); \$4,000 (03-04); \$4,500 (99-00); \$5,000 (98-99)

OTHER GOVERNMENT FUNDING:

N/A

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM**

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

- (3) Organization Name (exactly as it appears on Articles of Incorporation): _____
 Board of Trustees Florida International University Women's Basketball FOR MORE INFO CONTACT: WWW.DNB.COM
- Organization's Legal Address: 11200 Sw 8th St. U.S Century Bank Arena
 City: Miami State: FL Zip: 33199 Website: WWW.FIUSPORTS.COM
- (4) Applicant Institution Type: Cultural Non-Cultural
- (5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1972
- (7) FEI#: 65 - 0177615 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 7/28/09 Time: 3:15 P.M
- (10) Name: Inge Nissen Mr. Mrs. Ms. Miss Dr.
 Title: Associate Head Coach Phone (day): (305) 348 - 3460 ext. _____
 Email: xnisseni@fiu.edu Fax: 305-348-3141 Phone (other): () - ext. _____

PROJECT INFORMATION

- (11) Project Title: FIU Thanksgiving Tournament and FIU Sun & Fun Classic
- (12) Starting and Ending Dates: 11/27/09-12/30/09 (13) Starting and Ending Times: _____
- (14) Address or Location of Project: FIU Century Bank Arena, University Park Campus, Miami
- (15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: # _____
- | | | | |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami | 10 Homestead | 19 Golden Beach | 28 Aventura |
| 02 Miami Beach | 11 Miami Shores | 20 Pinecrest | 29 Islandia |
| 03 Coral Gables | 12 Bal Harbour | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah | 13 Bay Harbor Island | 22 Medley | 31 Miami Lakes |
| 05 Miami Springs | 14 Surfside | 23 North Bay Village | 32 Palmetto Bay |
| 06 North Miami | 15 West Miami | 24 Key Biscayne | 33 Miami Gardens |
| 07 North Miami Beach | 16 Florida City | 25 Sweetwater | 34 Doral |
| 08 Opa-Locka | 17 Biscayne Park | 26 Virginia Gardens | 35 Cutler Bay |
| 09 South Miami | 18 El Portal | 27 Hialeah Gardens | 99 Unincorporated |
- (16) Miami-Dade Commission District: # 11 Florida State Senate District: # 37
 Florida State House District: # 114 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): 3000
- (18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):
 # of Infants/Preschool (Ages 0-5): N/A # of Youth (Ages 13-18): N/A
 # of Children (Ages 6-12): N/A **Total # - All Ages (Ages 0-18): N/A**
- (18b) Total Participation: Audience/Attending: 3000 Performing/Instructing: 150
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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

Due, in part, to the ideal weather conditions of Miami during the winter months, the FIU Thanksgiving and Sun & Fun Classic Tournaments have been successful at attracting a multitude of teams to the Miami area. In addition, these two tournaments have given FIU Women's basketball program additional exposure in the public eye. The tournament has been taking place 20 years. The tournament attracts about 3,000 spectators throughout the course. The admission fee is \$7 for adults and \$5 for children to watch the games.

FIU's Thanksgiving and Sun & Fun Classic Tournaments have been able to capture the attention from the highest caliber, Division 1 Women's Basketball teams from around the nation. At our tournaments, highly competitive student-athletes from all over the world are able to showcase their talents in Miami. Our Christmas tournament, the Sun & Fun Classic is only a two day tournament. The dates of this tournament are Tuesday, December 29th and end on Wednesday, December 30th of 2009. During this competition, fans will see the visiting talent from Bryant University, Hampton University, and GA Tech University. The Sun & Fun Classic tournament will be held at FIU's Century Bank Arena, located at the University Park Campus which is in the southern-most part of Miami.

Each of the visiting teams is provided with a list of prospective hotels in the Miami area. Some of the most popular hotels in South Miami include the Hilton Downtown Miami Hotel, The Shula's Resort, and the Marriott hotels. We have advised each team to contact their choice hotel at least three months in advance. All teams will be distributed an updated "Miami Guide" with information on entertainment, shops, restaurants and services. Visiting teams will have to determine their mode of transportation through either coach cars or vans. We will give information on local transportation services, as needed. Most of these hotels offer a discounted rate for our participants.

Marketing and promotions are a very dynamic part of the FIU women's basketball program. During these two tournaments, our promotional strategy involves free t-shirt giveaways that will be distributed to all competing teams and also to selected spectators throughout the tournament. Tournament programs will be made available for all persons attending the tournaments. The coaches and student-athletes of all participating teams receive tournament sports bags and customized desk ornaments. Any gifts, programs, or awards given throughout the tournament, will bear the TDC logo. In addition, there will be five All-Tournament Team Player Awards and one Most Valuable Player Award given out to players displaying the highest level of competitive prowess. The coaches of all teams will vote for these awards and the ballots will be collected at the conclusion of the tournament.

Our target market consists of the general population of Miami-Dade County which is approximately 2,329,187 people. Our target segment places emphasis on the youth (approximately 586,429 youth), women (approximately 1,207,758), and senior groups (approximately 314,709 individuals). We plan to provide the participants of our tournaments with unforgettable memories by orchestrating only the highest quality tournaments in the one-of-a-kind atmosphere of Miami. Through all of our collaborated efforts, we strive to give visitors a reason to return to South Florida in the future.

PROJECT EXPENSE BUDGET 2009-2010

List all project related expenses. Round amounts to the nearest dollar (do not show cents). Provide an additional sheet with a
mized 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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	60	\$18,000		0	\$18,000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	24	\$16,000	\$8,000		\$8,000	
MARKETING/PUBLICITY			\$2,500		0	\$2,500	
PRINTING			\$2,000		0	\$2,000	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL			\$4,000		0	\$4,000	
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							
	TEAM GUARENTEES		\$20,000	\$6,000		\$14,000	
	GIFTS AND TROPHIES		\$2,500	\$1,000		\$1,500	
	HOSPITALITY		\$2,000	0		\$2,000	
	LAUNDRY		\$1,000	0		\$1,000	

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

\$15,000

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

\$68,000

 = \$15,000 + \$53,000

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

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

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

\$68,000

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 party 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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: H-1

ORGANIZATION: South Florida Super Bowl Host Committee, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Super Bowl XLIV Marketing Plan

RECOMMENDATION: \$25,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: For Profit

DATE(S) OF EVENT: September 1, 2009 - February 1, 2010

EVENT LOCATION: Various locations

DESCRIPTION:

Funds are requested to support the pre-event marketing campaign for Super Bowl XLIV to effectively market Miami-Dade County as the destination prepares to host national media, tourists and athletes. Super Bowl XLIV will be held at the Dolphin Stadium in Miami Gardens on February 7, 2010.

HOTEL CONFIRMATION:

550, 000 Room Nights:
Acqualina; Amerisuites Airport;
Beachcomber Resort & Villas;

OUTSIDE MEDIA:

CBS - NFL TV
Westwood One - Radio

PREVIOUS TDC FUNDING:

\$25,000 (08-09); \$25,000 (06-07); \$25,000 (05-06)

OTHER GOVERNMENT FUNDING:

N/A

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Applied 10/7 - takes 30 days to receive

South Florida Super Bowl XLI Host Committee, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2269 Dan Marino Blvd.

City: Miami Gardens State: FL Zip: 33056 Website: www.southfloridasuperbowl.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2005

(7) FEI#: 20-2777197

(8) State of Incorporation: FL

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

(10) Name: Michael Zimmer

Mr. Mrs. Ms. Miss Dr.

Title: President

Phone (day): (305) 614-7555

Email: mberk@southfloridasuperbowl.com

Fax: (305) 614-7552

Phone (other): (305) 626-7341 ext.

PROJECT INFORMATION

(11) Project Title: Super Bowl XLIV Marketing Plan

(12) Starting and Ending Dates: Sept 2008 - Feb 2010

(13) Starting and Ending Times: ends 10pm 2/7/10

(14) Address or Location of Project: county-wide

(15) Municipality in which project will take place (use codes): Primary: #33 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: # 1 Florida State Senate District: # 33

Florida State House District: # 103

U.S. Congress District: # 17

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

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

(18) Expected Participation (# of individuals): 100,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): NA # of Youth (Ages 13-18): NA

of Children (Ages 6-12): NA Total # - All Ages (Ages 0-18): NA

(18b) Total Participation:
 (All Adults PLUS All Children)

Audience/Attending: 100,000

Performing/Instructing 200

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

PROJECT DETAILS

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

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 for which we are requesting support for is the pre-event marketing campaign in preparation for Super Bowl XLIV, which will be hosted at Dolphin Stadium in Miami Gardens on February 7, 2010. The Super Bowl will attract tourists to Miami-Dade County because the campaign will reach those markets that are highly inclined to visit our destination during the Super Bowl timeline.

The TDC funds will assist with tourism appeal through Visitor Guides and our Website which showcase the area's attributes. The funds will also assist us to better promote our area through the Super Host Campaign which helps to brand our community. In addition, the funds will help with our Hospitality Training Program, Media Booth Relations Campaign, Community Décor Program and Emerging Business Program.

As part of our marketing strategy, we had a major presence in the Super Bowl XLIII Media Center in Tampa, Florida, which resulted media contacts with more than 50 national and international media outlets; including interviews on radio shows in Tampa, Miami, Ft. Lauderdale, West Palm Beach, Baltimore, Kansas City; and publication features in Miami Herald, Sun Sentinel, Sports Business Journal, Tampa Tribune, St. Petersburg Times. The media coverage is ongoing with additional features on CBS4 Miami, and NBC 6 Miami to date. In addition to our media center operations, other tactics have included publications (monthly newsletters, production of 100,000 visitor guides, approximately 5,000 media guides, production of 300,000 maps, etc.), website development (www.southfloridasuperbowl.com), advertising through our media partners, speakers bureau activities, Super Host Campaign (a one-month campaign to motivate local residents about the upcoming Super Bowl), hospitality training efforts, community décor (including more than 1,500 street pole banners; banners at hotels & restaurants; banners at MIA and local fixed based operators; wallscape and lighting projects on major buildings where permissible), media sessions with out-of-town media at all Dolphins games, and probable press trips to major media markets for editorial sessions with national publications.

CBS will be the domestic broadcaster for the event (Super Bowl XLI drew an audience in excess of 150 million). The game will also be broadcast in over 220 countries for a potential worldwide viewing audience of nearly 1 billion. We will host production site visits from NFL Network, ESPN, HBO, Showtime, CBS News, Best Damn Sports Show Period, and Fox Sports Net regarding their week-long broadcast operations from Miami.

With more than 3500 credentialed journalists in town (500 of which are from the international community) and the significant broadcasters mentioned previously, this event has immense potential to generate positive international, national, and countywide tourism impact.

We will further promote our destination, through our Media sponsors which include WQAM, Cox Radio Group, Telemundo, CBS4/My33, and the Miami Herald/El Nuevo Herald.

Through our partnerships with local hotels, we have 35,000 rooms blocked thus far.

We believe this is an appropriate project for the use of TDC funds because it effectively markets our destination; will help attract tens of thousands of visitors to Miami-Dade County; encourage community involvement; contribute to local business development, and adds to the overall quality of life of our residents

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
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		225,000		25,000		200,000	100,000
PRINTING		_____		_____		_____	_____
POSTAGE		_____		_____		_____	_____
IN-COUNTY TRAVEL		5,000		_____		5,000	_____
OUT OF COUNTY TRAVEL		_____		_____		_____	_____
EQUIPMENT RENTAL		_____		_____		_____	_____
EQUIPMENT PURCHASE		_____		_____		_____	_____
SPACE RENTAL		_____		_____		_____	_____
INSURANCE		_____		_____		_____	_____
UTILITIES		_____		_____		_____	_____
SUPPLIES/MATERIALS		_____		_____		_____	_____
OTHER COSTS (ITEMIZE BELOW):							
COMMUNITY DÉCOR		250,000		_____		250,000	_____
MEDIA CENTER OPS		50,000		_____		50,000	_____
MEDIA HOSPITALITY		50,000		_____		50,000	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____

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

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 580,000 = 25,000 + 555,000

(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 100,000 Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$ 680,000 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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-1

ORGANIZATION: Florida International University Board of Trustees, for the benefit of Institute for Public Management and Community **GRANT REQUEST:** \$14,400

TITLE OF EVENT: Annual Inter-American Conference of Mayors and Local Authorities **RECOMMENDATION:** \$14,400

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: June 7-10, 2010

EVENT LOCATION:

DESCRIPTION:

Funds are requested to support the Annual Inter-American Conference of Mayors and Local Authorities which is scheduled for June 7-10, 2010. The conference will bring together mayors, public officials, political leaders, as well as, local, regional and national leaders of the hemisphere to discuss issues pertaining to the strengthening of democracy and the role of local governments.

HOTEL CONFIRMATION:

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING:

\$14,000 (08-09); \$14,400 (07-08); \$14,400 (06-07); \$14,400 (05-06); (End of Cycle - \$14,400 (04-05));
\$14,400 (03-04); \$14,400 (02-03); \$14,000 (01-02); \$14,400 (00-01)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): **The Florida International University Board of Trustees - IPMCS** **071298814**
 FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 11200 SW 8th Street – MARC 430

City: Miami State: FL Zip: 33199 Website: www.ipmcs.fiu.edu

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 6/22/1965

(7) FEI#: 65 - 0177616 (8) State of Incorporation: FL

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

(10) Name: Allan Rosenbaum Mr. Mrs. Ms. Miss Dr.

Title: Director, IPMCS Phone (day): (305) 348 - 1271 ext.

Email: rosenbaum@fiu.edu Fax: (305) 348 - 1273 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: XVI Inter-American Conference of Mayors and Local Authorities

(12) Starting and Ending Dates: June 2010 (13) Starting and Ending Times: 8:30am-6:00pm

(14) Address or Location of Project: Hotel to be determined at later date – Downtown Miami

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

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

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

Florida State House District: # 114 U.S. Congress District: # 21

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

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

(18) Expected Participation (# of individuals):

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): # of Youth (Ages 13-18):

of Children (Ages 6-12):

Total # - All Ages (Ages 0-18):

(18b) Total Participation:
 (All Adults PLUS All Children)

Audience/Attending: 550

Performing/Instructing

(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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Institute for Public Management & Community Service (IPMCS) at Florida International University will again organize under the leadership, and on behalf of Miami-Dade and the Board of County Commissioners, a conference for the municipal leaders of the Hemisphere. The Conference will be the Sixteenth Inter-American Conference of Mayors and Local Authorities, and will be held at the in downtown Miami, in June 2010. Again, as was the case with the prior fourteen conferences, it will be co-chaired by Miami-Dade County Mayor Carlos Alvarez and by Miami-Dade County Commissioner Javier D. Souto.

It is expected that the Conference will attract around 400/500 people. The conference will provide an opportunity for many of these participants -and their families- to see and enjoy the many attractions the County has to offer. It is expected that the majority of participants will be from out of the state and foreigners. During the Conference, information booths about the County will be available. Tourist information will be displayed and distributed among participants. Besides the Conference meetings, a welcoming reception is planned at the hotel, and a dinner reception is planned at Vizcaya Palace.

Certainly, once more, this Conference will strengthen the image of Miami-Dade County and its authorities as key resources in the strengthening of local governments throughout the Americas, and as a center for academic/political discussions concerned with the building of democracy and the political future of the hemisphere generally.

The past conferences have demonstrated that this annual event has become: 1) unquestionably the largest annual gathering of Latin American local governments leaders; 2) an excellent way of confirming the role of Miami-Dade County as crossroads of the Americas; 3) an excellent way to publicize Miami-Dade County with key Latin American opinion leaders; 4) a significant benefit to the local economy as all participants finance their own travel and participation and many of them bring family members with them and some stay in the County for several days after the Conference is over.

All of these reasons make it a project worth funding by the TDC.

As with past Conferences, FIU will work closely with Miami-Dade County authorities in the coordination and organization of the Conference, including its planning and marketing. FIU is also closely working with multilateral organizations, municipal associations and local authorities in the Hemisphere.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>	<u>31018</u>				<u>31018</u>	
ARTISTIC:	NUMBER OF ARTISTS:	<u>N/A</u>						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>N/A</u>						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>N/A</u>						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>N/A</u>						
MARKETING/PUBLICITY								
PRINTING			<u>10000</u>		<u>2400</u>		<u>7600</u>	
POSTAGE			<u>15000</u>		<u>2000</u>		<u>13000</u>	
IN-COUNTY TRAVEL			<u>500</u>				<u>500</u>	
OUT OF COUNTY TRAVEL			<u>5000</u>				<u>5000</u>	
EQUIPMENT RENTAL – AUDIO VISUAL			<u>10000</u>				<u>10000</u>	
EQUIPMENT PURCHASE								
SPACE RENTAL								
INSURANCE								
UTILITIES								
SUPPLIES/MATERIALS			<u>3000</u>				<u>3000</u>	
OTHER COSTS (ITEMIZE BELOW):								
	TRANSLATION SERVICES		<u>10000</u>		<u>10000</u>			
	VIZCAYA RECEPTION & LUNCHEONS		<u>45000</u>				<u>45000</u>	
	VOLUNTEERS MEALS AT HOTEL		<u>3500</u>				<u>3500</u>	
	DUPLICATION CONF. MATERIALS		<u>8000</u>				<u>8000</u>	
	CONF. PROMOTION (BAGS, PENS, MUGS)		<u>4000</u>				<u>4000</u>	

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

14400

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

145018 = **14400** + **130618**

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

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

N/A

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

\$145018 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 2009-2010

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	90618		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL Miami-Dade County Seaport Department	40000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	14400		

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

145018

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

N/A

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

\$ 145018

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-5

ORGANIZATION: Miami-Dade County Days, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Miami-Dade County Days in Tallahassee 2010

RECOMMENDATION:

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: April 21, 2010 - April 22, 2010

EVENT LOCATION: Capitol Plaza, Tallahassee, FL

DESCRIPTION:

Funds are requested to support the 21st annual Miami-Dade County Days, showcasing Miami-Dade County during the Legislative Session in Tallahassee, Florida. The goal of the event is to promote the needs of the community and educate the legislators from Florida about Miami-Dade County.

HOTEL CONFIRMATION:

N/A

OUTSIDE MEDIA:

Miami-Dade TV

PREVIOUS TDC FUNDING:

\$15,000 (08-09) End of Cycle; \$15,000 (07-08); \$15,000 (06-07); \$15,000 (04-05); \$15,000 (03-04);
(\$15,000 (02-03) - End of Cycle); \$10,000 (01-02); \$10,000 (00-01); \$10,000 (99-00); \$10,000 (98-99);
\$10,000 (97-98);

OTHER GOVERNMENT FUNDING:

MDC Intergovernmental Affairs - \$10,000

MDC Aviation - \$2,500

MDC Seaport - \$2,500

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-2

ORGANIZATION: M. Athalie Range Cultural Arts Foundation, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: A Musical Celebration of Life - Honoring Mrs. Athalie Range

RECOMMENDATION: \$20,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: November 8, 2009

EVENT LOCATION: 4525 Collins Avenue, Miami Beach, FL 33140

DESCRIPTION:

Funds are requested to support the M. Athalie Range Foundation's "14th Annual Musical Celebration of Life". This year's program will honor pioneers who have made a significant contribution to the black community. The event will be held on November 8, 2009, at the Eden Rock Beach Resort and Spa in Miami Beach.

HOTEL CONFIRMATION:

Eden Roc Resort - 20 rooms

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$15,000 (08-09); \$15,000 (07-08); {\$15,000 (06-07) End of Cycle}; \$15,000 (05-06); \$15,000 (04-05); \$15,000 (03-04); \$15,000 (02-03); (\$10,000 (01-02) - End of Cycle)

OTHER GOVERNMENT FUNDING:

CG \$7,500 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

M. Athalie Range Cultural Art Foundation, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 12955 Biscayne Blvd. Suite 316

City: North Miami State: FL 33181 Website: N/A

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1997

(7) FEI#: 65 - 0772835 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 7/23/09 Time: 3-5 PM

(10) Name: Carmen Dean Jackson Mr. Mrs. Ms. Miss Dr.

Title: Event Planner Phone (day): (305) 893 - 5468 ext.

Email: Rangefoundation@bellsouth.net Fax: (305) 893 - 9322 Phone (other): (786) 417 - 3261 ext.

PROJECT INFORMATION

(11) Project Title: : A Musical Celebration of Life

(12) Starting and Ending Dates: November 8, 2009 (13) Starting and Ending Times: 6 - 11 p.m.

(14) Address or Location of Project: 4525 Collins Avenue Miami Beach, FL 33140

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

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

(16) Miami-Dade Commission District: # 4 Florida State Senate District: # 38

Florida State House District: # 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): 500

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5): 0 # of Youth (Ages 13-18): 25

of Children (Ages 6-12): Total # - All Ages (Ages 0-18): 25

(18b) Total Participation: Audience/Attending: 500 Performing/Instructing 40
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? 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 Musical Celebration of Life is an annual project sponsored by the M. Athalie Range Cultural Art Foundation that highlights the achievements of youth in the arts as well as the rich legacy of African-American performing artists, including this year's headliner, jazz sensation Connye Florance. This awe-some one-woman show will trace the history of jazz from its roots to today. The program will honor three outstanding community leaders; Miami-Dade County Commissioner Audrey Edmonson, WHQT General Manager Jerry Rushin and Jose Argamasilla Bacardi, retired museum director at Bacardi, USA. All have contributed greatly to this community. Additionally, young performers from a couple of local high schools will take the stage and display their talents.

How: This yearly program has become a cultural institution in this community. The attraction for tourists is usually the professional performer, yet the true appeal is the entire program from the recognition of community leaders to the young performing artists up to and including the headliner.

When/Where: The 14th annual Musical Celebration of Life will take place on Sunday, November 8, 2009 at the Eden Roc Resort and Spa on Miami Beach, beginning at 6 p.m. until 10 p.m. This is the major event for the organization. We provide outlets for our young aspiring artists such as special programs at the Adrienne Arsht Center.

Marketing efforts: The Miami Times and the Miami Herald have been sponsors and have contributed greatly to the marketing efforts for each of the 14 years of the gala. Additionally, radio sponsorship is provided through WHQT Radio – Hot 105. Of course as the MARCAF database has continued to grow as a result of data collection for more than a decade, it has become a vital marketing tool and affords the opportunity to reach out to an identifiable audience. The Hotel sponsor for the event this year is the Eden Roc Resort and Spa. A number of rooms have been set aside. Attendees are invited to stay at the hotel overnight at a special rate.

TDC Funding: The funding is especially critical this year to allow the foundation to bring quality entertainment to this event, which in turn will attract many tourists and maintain the level of tourist appeal that has been developed over the years. The TDC grant will help offset some of the production costs of producing a program of this scope. Lighting and equipment rental are vital to a quality program and it is what the community has come to expect from the Range foundation.

The other major organization involved in this project is Bacardi USA. This is a partnership that developed years ago and together the two organizations have been able to offer great assistance to young people in this community who are seeking a professional career in the performing arts. MARCAF and Bacardi, USA team throughout the course of the year to assist local youth.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>	12000		0		12000	(
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>	0		0		0	(
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>2</u>	6500		0		6500	(
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>40</u>	45000		10000		35000	(
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>1</u>	35000		0		35000	(
MARKETING/PUBLICITY			5000		0		5000	27000
PRINTING			7500		0		7500	(
POSTAGE			2000		0		2000	(
IN-COUNTY TRAVEL			2600		0		2600	(
OUT OF COUNTY TRAVEL			0				0	(
EQUIPMENT RENTAL			20525		5000		15525	(
EQUIPMENT PURCHASE			0				0	(
SPACE RENTAL			35000		0		35000	(
INSURANCE			0		0		0	(
UTILITIES			0		0		0	(
SUPPLIES/MATERIALS			1500		0		1500	(
OTHER COSTS (ITEMIZE BELOW):								
ACCOUNTING SERVICES			3000		0		3000	(
GRAPHIC DESIGNS			14000		0		14000	(
HOTEL LODGING/MEALS			500		0		500	15000
CLERICAL AND DATA PROCESSING			5000		0		5000	(
PHOTOGRAPHY			1000		0		1000	(

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

15000

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

196125 = **15000** + **181125**

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

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

42000

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

\$ 238125 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 2009-2010

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	130000	0	
CONTRACTED SERVICES	0	0	
TUITIONS	0	0	
CORPORATE SUPPORT	25000	0	
FOUNDATION SUPPORT	0		
PRIVATE/INDIVIDUAL SUPPORT	13625		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL Community Grant	7500		
APPLICANT CASH ON HAND	5000		
OTHER REVENUES (Itemize below)			
		7000	THE MIAM HERALD
		15000	THE MIAMI TIMES
		2500	THE BEAT 103.5
		2500	WHQT-FM
		15000	EDEN ROC RESORT AND SPA
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15000		

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

196125

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

42000

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

\$ 238125

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-3

ORGANIZATION: Miami Beach Chamber of Commerce

GRANT REQUEST: \$20,000

TITLE OF EVENT: Miami Beach Visitors Center

RECOMMENDATION: \$20,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: October 01, 2009 - September 30, 2010

EVENT LOCATION: 1920 Meridian Avenue, Miami Beach

DESCRIPTION:

Funds are requested to support administration costs for the Miami Beach Chamber of Commerce Visitors Center which handles over 40,000 documented tourist inquiries annually. Located directly across from the Holocaust Memorial, the Center's services include multi-lingual guides, maps and brochures, promotional videos, resolution of visitor complaints, support volunteers for conferences and conventions.

HOTEL CONFIRMATION:

None

OUTSIDE MEDIA:

Beach Channel

PREVIOUS TDC FUNDING:

\$20,000 (08-09); \$20,000 (07-08); \$20,000 (06-07); \$20,000 (05-06); (End of Cycle - \$25,000 (04-05));
\$20,000 (03-04); \$20,000 (02-03); \$20,000 (01-02); \$20,000 (00-01)

OTHER GOVERNMENT FUNDING:

City of Miami Beach - \$40,000

VCA - \$30,000

GMCVB - \$40,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

155604317

Miami Beach Chamber of Commerce

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1920 Meridian Avenue

City: Miami Beach State: FL Zip: 33139 Website: www.miamibeachguest.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1929

(7) FEI#: 59 - 0358295

(8) State of Incorporation: FL

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

(10) Name: Dona Zemo

Mr. Mrs. Ms. Miss Dr.

Title: Director of Visitors Center @ Miami Beach Chamber of Commerce

Phone (day): (305) 672 - 1270 ext. 103

Email: dona@miamibeachchamber.com

Fax: (305) 538 - 6700

Phone (other): (305) 674 - 1300 ext. 103

PROJECT INFORMATION

(11) Project Title: Miami Beach Visitors Center

(12) Starting and Ending Dates: 10/01/2009 to 09/31/2010 (13) Starting and Ending Times: open daily, 10 am to 4 pm

(14) Address or Location of Project: 1920 Meridian Avenue, Miami Beach, FL 33139

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

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 34

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): 110,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18):

of Children (Ages 6-12):

Total # - All Ages (Ages 0-18):

(18b) Total Participation:
 (All Adults PLUS All Children)

Audience/Attending: 110,000

Performing/Instructing

(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? Justify how this program has cultural and/or tourism aspects. 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? What are your marketing efforts? Do you have any media and/or hotel sponsors? Who are the principal competitors, artists, etc., involved in the project? How will TDC funding enhance your project's tourism attractiveness? Are there other organizations involved in the project's production and, if so, who? Include details about the project's implementation strategies and accompanying timeline.

USE THIS SPACE ONLY

The Miami Beach Visitors Center (MBVC) at the Miami Beach Chamber of Commerce is located in the north end of the Art Deco District on Miami Beach; open daily from 10 am to 4 pm.

Our multi lingual staff provides residents, domestic and international travelers with personalized service along with a vast selection of informative material about Miami Beach, Dade County, South Florida and the State of Florida.

We offer on-site & on-line hotel reservations alleviating the concern for the tourists who come in or call our Visitor Center without having a hotel room reservation. We are the distribution point for Smart Destination's Miami Go-Card which allows a card holder free admission to over 30 attractions. Since we are the distribution point MBVC is advertised on every major travel site on the internet.

MBVC organizes and facilitates over 25 daily tours showing our City & County attractions. Our staff specializes in helping a resident or tourist on how to travel using public transportation in order to get around our City more efficiently. We inform residents & tourists on current events & happenings taking place in our County during their stay.

Our brochure rack holds over 160 brochure; featuring places such as but not limited to: Miami Metro Zoo, Jungle Island, Miami Seaquarium, Vizcaya, Coral Castle, Fruit & Spice Park, Monkey Jungle, Ancient Spanish Monastery, Venetian Pool, Fairchild Tropical Garden, Miami Beach Botanical Garden, The Art Deco District; the Farms and nurseries in the Redland area, The Design District; Wynwood Art District, North Beach and Biscayne Boulevard's MIMO, Bayside Marketplace, Seaport, Historical Museum of Southern Florida, Everglades and Biscayne National Parks; Little Havana, Schnebly Redland's Winery; Pinecrest Gardens; Museums; Galleries; and Shopping Mall, etc

Average tourist's inquiries - Oct. 08 to August 09: Phone Calls 11,050, Walk-ins 20,040, Emails 5, 440 and 70,000 unique website hits. Our 90 second spot on Beach Channel is shown eight times daily, reaching over 100,000 households and 11 million tourists.

Our newest promotional program at MBVC is the Miami Beach "INcard". It promotes area businesses throughout Dade County by offering residents & tourists card holders a discount. The MBVC is the distribution & pick up point for the INcard. We're advertised as the point of distribution on Plum TV, major billboards and print media.

In 2009 "The Visitors Center on The Road" spent a week promoting Miami Beach at Visit Florida's I-95 and I-75 Welcome Centers for travelers entering our state by vehicle. We had a private area for our city. Each day over 4,000 travels pass through, I was asked many questions about Miami and Dade County.

We are in process of developing a special tour series: Know thy City; Know thy State" Our plan will be several cultural museum bus tours; tours of Redland Farms and Nurseries ; "Lunch in Paradise" held at Paradise Organic Farm in Redland

The TDC grant enhances our MBVC by helping in funding our staff; one Director and two Tourist Specialists. We help guests enjoy their visit by providing informative & excellent customer service.

PROJECT EXPENSE BUDGET 2009-2010

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
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>120,000</u>		<u>20,000</u>	<u>100,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>1</u>		<u>10,000</u>		<u>10,000</u>	
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>6,000</u>		<u>6,000</u>	
MARKETING/PUBLICITY				<u>25,000</u>		<u>25,000</u>	<u>19,000</u>
PRINTING				<u>12,000</u>		<u>12,000</u>	<u>10,000</u>
POSTAGE				<u>6,000</u>		<u>6,000</u>	
IN-COUNTY TRAVEL				<u>2,500</u>		<u>2,500</u>	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				<u>7,000</u>		<u>7,000</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>25,000</u>		<u>25,000</u>	<u>10,000</u>
INSURANCE				<u>2,000</u>		<u>2,000</u>	<u>6,000</u>
UTILITIES				<u>5,800</u>		<u>5,800</u>	
SUPPLIES/MATERIALS				<u>2,000</u>		<u>2,000</u>	
OTHER COSTS (ITEMIZE BELOW):							
	GIFT SHOP			<u>2,000</u>		<u>2,000</u>	
	TOURS			<u>1,500</u>		<u>1,500</u>	
	TELEPHONE/CELL			<u>6,500</u>		<u>6,500</u>	

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

20,000

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

233,300 = **20,000** + **213,300**

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

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

45,000

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

\$ 278,300 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 2009-2010

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		45,000	CBS OUTDOOR
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL GMVCB	40,000		
STATE VCA	30,000		
LOCAL CMB	40,000		
APPLICANT CASH ON HAND	73,700		MB CHAMBER MEMBERS
OTHER REVENUES (Itemize below)			
Tours	14,600		
Gift Shop	4,500		
Hotel/Reservations	2,500		
Marketing/Sales	8,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	20,000		

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

233,300

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

45,000

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

\$278,300

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-4

ORGANIZATION: Miami Beach Latin Chamber of Commerce of Miami Beach/Camara de Comercio Latina de Miami Beach, Inc. **GRANT REQUEST:** \$20,000

TITLE OF EVENT: Tourist Hospitality Center/Centro de Hospitalidad Turistico **RECOMMENDATION:** \$20,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: October 1, 2009 - September 30, 2010

EVENT LOCATION: 510 Lincoln Road, Miami Beach

DESCRIPTION:

Funds are requested to support the 14-year old Miami Beach Tourist Hospitality Center to provide direct visitor information contact. A wide range of visitors' information and assistance services at the center helps create the "repeat guest experience" and develop more visitor referrals to local businesses. The program is an effective "service arm" that enhances marketing efforts of the Greater Miami Convention and Visitors Bureau and other agencies. It influences visitors positively on Miami's hospitality. The Center fulfills an average of 16,000 tourism inquiries via walk-ins, telephone, mail-outs, and e-mails directing visitors to hotels, restaurants, retail centers, cultural attractions, and special events. The Center is located at an attractive pedestrian location on Lincoln Road and is open all year round.

HOTEL CONFIRMATION:

N/A

OUTSIDE MEDIA:

N/A

PREVIOUS TDC FUNDING:

\$20,000 (08-09); \$20,000 (07-08) End of Cycle; \$20,000 (06-07); \$20,000 (05-06); \$20,000 (04-05); \$15,000 (03-04); (\$10,000 (02-03) - Panel increased amount);

OTHER GOVERNMENT FUNDING:

City of Miami Beach / VCA - \$30,000 Pending

MDC County CBO - \$30,000 Pending

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 2009-2010 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 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

- (3) Organization Name (exactly as it appears on Articles of Incorporation): 838493518
 Camara de Comercio Latina de Miami Beach, Inc. FOR MORE INFO CONTACT: WWW.DNB.COM
- Organization's Legal Address: 510 Lincoln Road, Miami Beach, FL 33139
- City: Miami Beach State: FL Zip: 33139 Website: www.miamibeach.org
- (4) Applicant Institution Type: Cultural Non-Cultural
- (5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1988
- (7) FEI#: 65 - 0288999 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 7/23/09 Time: 3 p.m.
- (10) Name: Grace Calvani Mr. Mrs. Ms. Miss Dr.
 Title: Project Director/Concierge Phone (day): (305) 674 - 1414 ext.
 Email: grace@miamibeach.org Fax: (305) 674-9052 Phone (other): (305) 674- 1231 ext.

PROJECT INFORMATION

- (11) Project Title: Tourist Hospitality Center
- (12) Starting and Ending Dates: 10/01/09 - 9/30/10 (13) Starting and Ending Times: 9 am - 6 pm year round
- (14) Address or Location of Project: 510 Lincoln Road, Miami Beach 33139
- (15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: #
- | | | | |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami | 10 Homestead | 19 Golden Beach | 28 Aventura |
| 02 Miami Beach | 11 Miami Shores | 20 Pinecrest | 29 Islandia |
| 03 Coral Gables | 12 Bal Harbour | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah | 13 Bay Harbor Island | 22 Medley | 31 Miami Lakes |
| 05 Miami Springs | 14 Surfside | 23 North Bay Village | 32 Palmetto Bay |
| 06 North Miami | 15 West Miami | 24 Key Biscayne | 33 Miami Gardens |
| 07 North Miami Beach | 16 Florida City | 25 Sweetwater | 34 Doral |
| 08 Opa-Locka | 17 Biscayne Park | 26 Virginia Gardens | 35 Cutler Bay |
| 09 South Miami | 18 El Portal | 27 Hialeah Gardens | 99 Unincorporated |
- (16) Miami-Dade Commission District: # 05 Florida State Senate District: # 107
 Florida State House District: # 34 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): 18,000
- (18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):
 # of Infants/Preschool (Ages 0-5): _____ # of Youth (Ages 13-18): _____
 # of Children (Ages 6-12): _____ Total # - All Ages (Ages 0-18): 2,000 est. all ages

- (18b) Total Participation: Audience/Attending: 18,000 Performing/Instructing _____
 (All Adults PLUS All 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? Justify how this program has cultural and/or tourism aspects. **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? **What** are your marketing efforts? Do you have any media and/or hotel sponsors? 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? This is a visitor satisfier program to assist tourists once they have arrived in our city, offering professional free services such as planning itineraries of things to do and see, bookings of tours and excursions, reservation assistance w/ car rentals, locating hotels and room rates, restaurant reservations, attractions, museums, galleries, shopping and leisure, provide detailed directions to reach locations and sites via bus routes, selling Miami Dade visitor passes, tickets to special events, concerts and performances, etc. The Center promotes the "repeat client experience", making visitors our best satisfied customers who look forward to return over and over again. Located at **510 Lincoln Road**, it is an accredited Visitor Center with 14 years of track record, open Monday through Friday, 9 a.m. to 6 p.m., year-round (**area visited by approx. 3.5 million visitors as per GMCVB stats**). It welcomes thousands of visitors with convenient and personalized attention to enhance their visit, and goes beyond services offered at hotels. The Center is advertised in over 1 million pieces of tourism publications, maps, Chamber's website and Visit Florida website.

The Center's **Concierge Desk** addresses annually approximately 18,000 tourism inquiries, via walk-ins (13,500) and telephone calls (4,500), plus additional thousands of hits (35,000) at our visitor pages/web-site: miamibeach.org, and fulfills mailings of information (400+) packets upon request. The Center accelerates referrals and bookings to local attractions, tours and excursions, historic districts, hotels retail centers, specialty shops, restaurants, clubs, spas, cultural centers, special events, car-rental companies, directions to numerous County locations with public transit system – with appropriate info for adults and families. The multilingual Concierge team has hospitality training and is highly knowledgeable about the attractions and resources in our community to recommend leisure activities and attractions, assist with hotel recommendations and referrals, restaurants, clubs, cultural attractions, special events, shopping, etc. Tourism information is also offered 7/24 through the Center's website: www.miamibeach.org The Center ensures that Greater Miami remains among the world's leading destinations, stimulated by good service.

Attracting tourists to Miami-Dade County. The Center is widely advertised in over one million copies of visitors' publications such as Welcome Magazine, Lincoln Road brochures, City directories and street signage, Le Soleil de La Floride, Florida USA Planners Vacation Guide, State of Florida Visitors Guide Network Map and strong member relationship with the South Florida Concierge Association, Miami Beach Convention Center Network brochures, Greater Miami Convention and Visitors Bureau info guides, and listed as a community guidepost for visitors with several chambers of commerce. These organizations recommend visitors our services at Lincoln Road, maximizing our outreach of service.

City of Miami Beach street signage also points/directs visitors to the Center location at Lincoln Road. It also attracts visitors through advertised information by Miami Dade County as an official vendor of Miami Dade Transit "Visitor Pass" for the convenience of visitors/public transportation. Also listed in Fla. State "Official Visitor Centers Network" brochure, distributed regionally w/ over 650,000 copies.

When/where will the event take place. The Tourist Hospitality Center operates year-round from 9 to 6 p.m., at 510 Lincoln Road, offering access to visitors at a centric location w/ an attractive pedestrian entrance in South Beach. It is at a short walking distance from the Miami Beach Convention Center, Ocean Drive, major commercial corridors such as Washington Avenue, Collins Avenue, Espanola Way, and historic Art Deco district, Bass Museum, South Florida Jewish Museum, The Wolfsonian, South Florida Art Center, the beaches and many others.

How TDC will enhance this program? TDC will support serving *Miami's #1 industry: tourism* through a good performing agency that serves visitors in various languages, accelerates referrals to local service providers, attractions and resources *in all areas of Miami Dade*, highlighting all there is to do and see in our community, complementing marketing efforts of tourism leaders by satisfying the service expectations of visitors coming to a major resort destinations as is Greater Miami.

PROJECT REVENUE BUDGET 2009-2010

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	0	10,000	WELCOME/BIENVENIDOS MAG.
FOUNDATION SUPPORT	0		
PRIVATE/INDIVIDUAL SUPPORT		2,500	CHAMBER VISITOR GUIDE
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____	0		
STATE _____	0		
LOCAL City of Miami Beach/County CBO	60,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	20,000		

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

80,000

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

12,500

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

\$ 92,500

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

Miami-Dade County Department of Cultural Affairs
FY2009-2010 Tourist Development Council - First Quarter

Agenda Item No.: I-5

ORGANIZATION: Miami-Dade County Days, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Miami-Dade County Days in Tallahassee 2010

RECOMMENDATION: \$15,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: April 21, 2010 - April 22, 2010

EVENT LOCATION: Capitol Plaza, Tallahassee, FL

DESCRIPTION:

Funds are requested to support the 21st annual Miami-Dade County Days, showcasing Miami-Dade County during the Legislative Session in Tallahassee, Florida. The goal of the event is to promote the needs of the community and educate the legislators from Florida about Miami-Dade County.

HOTEL CONFIRMATION:

N/A

OUTSIDE MEDIA:

Miami-Dade TV

PREVIOUS TDC FUNDING:

\$15,000 (08-09) End of Cycle; \$15,000 (07-08); \$15,000 (06-07); \$15,000 (04-05); \$15,000 (03-04);
(\$15,000 (02-03) - End of Cycle); \$10,000 (01-02); \$10,000 (00-01); \$10,000 (99-00); \$10,000 (98-99);
\$10,000 (97-98);

OTHER GOVERNMENT FUNDING:

MDC Intergovernmental Affairs - \$10,000

MDC Aviation - \$2,500

MDC Seaport - \$2,500

FY 2009-2010 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting -- November 17, 2009 8:00am
 First Funding Period

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	Actors' Playhouse Productions, Inc.	18,000	2009-2010 Mainstage Season	10/01/09 to 09/15/10	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-2	Bayfront Park Management Trust Corporation	6,750	Downtown Miami's 2009 New Year's Eve Celebration	12/31/09 to 12/31/09	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
VI. A-3	Center for Emerging Art, Inc.	5,000	Music Map of the World	12/17/09 to 12/20/09	9,000	Continuing / 4th	5,000	5,000	Exempt	4,000	R	
VI. A-4	Community AIDS Resource, Inc. dba Care Resource	22,500	White Party Week - 25th Anniversary	11/25/09 to 11/30/09	22,500	Continuing / 2nd	25,000	25,000	0.9	0	R	
VI. A-5	Cultural Council, Inc., The	5,000	19th Annual in the Park with Art	10/31/09 to 11/01/09	15,000	Continuing / 5th	6,000	7,500	0.6	10,000	R	
VI. A-6	Dave and Mary Alper Jewish Community Center, Inc.	12,000	2009-2010 Visual Arts Season	10/01/09 to 12/03/09	12,000	Continuing / 3rd	13,500	15,000	0.8	0	R	
VI. A-7	Edge Zones, Inc.	7,500	Zones Contemporary Art Fair	12/03/09 to 12/07/09	15,000	Continuing / 5th	7,500	2,500	Exempt	7,500	R	
VI. A-8	Exponica International, Inc.	12,000	Exponica International 2009 "La Feria de las Americas"	11/13/09 to 11/15/09	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
VI. A-9	Florida Dance Association, Inc.	18,000	Florida Dance Festival Winterfest	12/27/09 to 01/03/10	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-10	Florida International University Board of Trustees, for the benefit of Frost Art Museum	4,350	Frost Art Museum Fall Programming	10/01/09 to 12/31/09	25,000	Continuing / 3rd	7,500	4,350	Exempt	20,650	R	
VI. A-11	IsraFest Foundation, Inc.	6,750	24th Israel Film Festival	12/08/09 to 12/17/09	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
VI. A-12	Miami Carnival, Inc.	9,000	Miami Carnival 25th Anniversary Celebration	10/01/09 to 10/31/09	25,000	Continuing / 2nd	10,000	10,000	0.9	16,000	R	
VI. A-13	Miami City Ballet, Inc.	13,500	Miami City Ballet's Debut at the Auditorium Theatre of Roosevelt	10/02/09 to 10/04/09	25,000	Continuing / 2nd	13,500	15,000	0.9	11,500	R	
VI. A-14	Miami Short Film Festival, Inc.	6,000	8th Annual Miami Short Film Festival	11/14/09 to 11/21/09	15,000	Continuing / 3rd	6,750	7,500	0.8	9,000	R	
VI. A-15	Museum of Contemporary Art, Inc. (MoCA)	12,000	Reach of Realism	12/01/09 to 02/14/10	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
VI. A-16	Tigertail Productions, Inc.	11,250	Tigertail International & Special Events 2009-2010	10/01/09 to 04/30/10	13,500	Continuing / 2nd	12,500	12,500	0.9	2,250	R	
VI. A-17	University of Miami School of Music	12,000	Festival Miami 2009	10/02/09 to 10/30/09	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
Subtotals:		181,600			332,000					150,400		0

*D = Direct R = Reimbursement

Special Events/Promotions
 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	Dade Community Foundation, Inc. /a Miami Poster Project	5,000	Miami Poster Project	11/01/09 to 09/01/10	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI. B-2	Mystery Park Arts Company, Inc. dba SoBe Music Institute	7,500	Grand Opening Cabaret Revival of Historic Miami Beach Theater	12/06/09 to 12/22/09	15,000	First Time / 1st	N/A	N/A	N/A	7,500	R	
Subtotals:		12,500			30,000					17,500		0

*D = Direct R = Reimbursement

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. C-1	In Tune Partners, LLC	10,000	Miami Music Festival	12/10/09 to 12/13/09	25,000	First Time / 1st	N/A	N/A	N/A	15,000	R	
VI. C-2	Lumana Global Corporation	5,000	Downtown Miami Riverwalk Festival & Boat Parade	11/21/09 to 11/21/09	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
Subtotals:		15,000			40,000					25,000		0

*D = Direct R = Reimbursement

Special Events/Promotions
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. D-1	Miami Book Fair International, Inc.	25,000	Miami Book Fair International - 2009	11/09/09 to 11/15/09	25,000	Ongoing / 1st	22,500	25,000	N/A	0	R	
Subtotals:		25,000			25,000					0		0
										*D = Direct	R = Reimbursement	

Special Events/Promotions
Government (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. E-1	City of Sunny Isles Beach	15,000	Sunny Isles Beach Jazz Festival	10/17/09 to 10/17/09	15,000	Continuing / 3rd	15,000	15,000	0.8	0	R	
Subtotals:		15,000			15,000					0		0
										*D = Direct	R = Reimbursement	

Special Events/Promotions
Government (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. F-1	City of Miami Beach - Department of Tourism and Cultural Development	7,500	Sleepless Night 2009	11/07/09 to 11/08/09	25,000	Ongoing / 1st	5,250	7,500	N/A	17,500	R	
Subtotals:		7,500			25,000					17,500		0
										*D = Direct	R = Reimbursement	

Sports
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. G-1	Florida International University Board of Trustees, for the benefit of Women Basketball	4,000	FIU Thanksgiving Tournament and FIU Sun & Fun Classic 2009	11/27/09 to 12/30/09	15,000	N/A	N/A	N/A	N/A	11,000	R	
Subtotals:		4,000			15,000					11,000		0
										*D = Direct	R = Reimbursement	

Sports
For-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. H-1	South Florida Super Bowl Host Committee, Inc.	25,000	Super Bowl XLIV Marketing Plan	09/01/09 to 02/01/10	25,000	Continuing / 4th	25,000	25,000	N/A	0	R	
Subtotals:		25,000			25,000					0		0
										*D = Direct	R = Reimbursement	

Targeted / Set-Aside

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. I-1	Florida International University Board of Trustees, for the benefit of Institute for Public Management	14,400	Annual Inter-American Conference of Mayors and Local Authorities	06/07/09 to 06/10/09	14,400	Set-aside	14,400	N/A	N/A	0	D	
VI. I-2	M. Athalie Range Cultural Arts Foundation, Inc.	20,000	A Musical Celebration of Life - Honoring	11/02/08 to 11/02/08	20,000	Set-aside	15,000	N/A	N/A	0	D	
VI. I-3	Miami Beach Chamber of Commerce	20,000	Miami Beach Visitor Information Center	10/01/08 to 09/30/09	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. I-4	Miami Beach Latin Chamber of Commerce	20,000	Tourist Hospitality Center/Centro Hospitalidad	10/01/08 to 09/30/09	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. I-5	Miami-Dade County Days, Inc.	15,000	Dade Days in Tallahassee	04/01/09 to 04/01/09	15,000	Set-aside	15,000	N/A	N/A	0	D	
VI. I-6	New World Festival	12,000	Coral Gables Cultural Calendar County-wide Tourism Cultural Activities	10/01/08 to 09/30/09	12,000	Set-aside	12,000	N/A	N/A	0	D	
VI. I-7	Tropical Everglades Visitor Association, Inc.	20,000	Tropical Everglades Visitor Center	10/01/08 to 09/30/09	20,000	Set-aside	20,000	N/A	N/A	0	D	
Subtotals:		121,400			121,400		116,400			0		0

*D = Direct R = Reimbursement

Beginning Balance for FY 2009-2010: 1,050,000
 Carry-over/Recaptured Funds: 21,752
 Total Available for FY 2009-2010: 1,071,752

Beginning Balance for 1st Funding Quarter: 285,600
 Shoulder Season Fund: 50,000
 Total in the Reserve Fund: 100,000

Remaining Balance for the Program: 664,752

Total number of Applications: 33
 Grant request grand total: 628,400
 Request to recommendation grand total: 221,400
 Subcommittee Recommendation Grand Total: 407,000
 Final Panel Recommendation Grand Total: 0



Tourist Development Council
November 17, 2009

Prepared by: Karen Harrison

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	11/17/2009	1	TDC Approved Clerk Summary Minutes pgs 1-6
2	11/17/2009	2	TDC Agenda 3 pages
3	11/17/2009	3	Citizen's Presentation
4	11/17/2009	4	Memo Budget recommendations for 1stFunding Period/M. Spring 2 pages
5	11/17/2009	5	Budget Update Chart
6	11/17/2009	6	Memo: FY 2009-20 Annual Targeted/Set aside Grants/M. Spring
7	11/17/2009	7	TDC 1 st Qtr Applications
8	11/17/2009	8	Agenda Items Applications I6; I7;A1-A17;B1;B2;C1;C2;D1E1;F1;G1;H1; and I1-I5
9	8/18/2009	9	TDC First Funding Period Application Summary Worksheet 3pages
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

