

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

February 9, 2010
As Advertised

Harvey Ruvlin, Clerk
Board of County Commissioners

Diane Collins, Acting Division Chief
Clerk of the Board Division

Zorana Gainer, Commission Reporter
(305) 375-3570



Tourist Development Council

2/9/2010

The Tourist Development Council (TDC) convened in the 10th Floor Conference room of the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 8:00 a.m. on February 9, 2010. There being present Chairman José "Pepe" Diaz and members, Ms. Olga Ramudo, Mr. Rex Oleson, Mr. Stuart Blumberg, and Miami Beach Mayor Mattie Herrera Bower (Mr. William Perry III and Ms. Carmen Corvois-Roig were late).

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

Mr. Bill Talbert, President and CEO of the Greater Miami Convention and Visitors Bureau, was also present.

Chairman Diaz called the meeting to order at 8:25 a.m.

I. Additions, Deletions, Withdrawals

Mr. Spring said no additions, deletions, or withdrawals were submitted for today's (2/9) agenda.

II. Conflict of Interest

Mr. Michael Spring, Director, Department of Cultural Affairs, indicated that TDC members had a conflict of interest on an item if any of the following instances applied:

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

City of Miami Beach Mayor Mattie Herrera Bower apprised the members that she had a conflict of interest on Agenda Item A-10 Miami Design Preservation League, Inc.; Art Deco Weekend 2010.

Mr. Perry apprised the members that he had a conflict of interest on Agenda Item D-1 Junior Orange Bowl Committee, Inc.; International Tennis, Golf and Chess and National Basketball and Ice Hockey.

III. Items for Approval

A. Minutes of the November 17, 2009 Meeting

It was moved by Mr. Stuart Blumberg that the November 17, 2009, TDC minutes be approved. This motion was seconded by Mayor Bower, and upon being put to a vote passed unanimously by those members present.

B. TDC Nomination Committee Report and Recommendations

Mr. Spring noted that multiple TDC memberships had expired and some members had left the TDC or changed employment. He said 2 vacancies existed within the hotel owner/operator category; the seats were formerly occupied by Mr. Juan Carlos Palacios and Mr. Stuart Blumberg. He said 3 vacancies existed within the persons involved in the tourism industry who were not hotel operators; these seats were formerly occupied by Ms. Carmen Corvois-Roig, Mr. William Perry III, and Ms. Olga Ramudo. Mr. Spring said the TDC Nominating Committee recommended Mr. George Cozonis of the W Hotel and Mr. Gene Prescott with the Biltmore Hotel of Coral Gables to the seats for hotel owner/operators. Mr. Spring noted, for the three vacancies of persons involved in the tourism industry who were not operators of hotels, the TDC Nominating Committee recommended Mr. Stuart Blumberg, Mr. William Perry III, and Ms. Olga Ramudo. Mr. Spring explained that these recommendations would be forwarded to the Board of County Commissioners after the Council members voted.

It was moved by Mayor Bower that the Council approve the TDC nominations. This motion was seconded by Chairman Diaz and upon being put to a vote passed unanimously by those members present.

IV. Reports and Discussion Items

A. Updated Budget/Financial Position and Funding Recommendations for the FY 2009-2010 Second Funding Period

Mr. Spring provided a brief update and noted this was the second funding period of the Fiscal Year covering January—March 2010. He noted the budget for the entire fiscal year was \$ 1,083,252,000; these funds were comprised of the funds from the hotel/motel food and beverage tax and the tourist development room tax; it also reflected the \$25,000 annual increase in the budget that came from the Greater Miami Convention and Visitors Bureau. In addition, Mr. Spring said the budget reflected grants that were not used by the TDC applicants last year.

V. Citizen's Presentations

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

VI. Grant Applications and Recommendations – Second funding Period
A. Special Events/Promotions (Non-Profit) – Continuing

VI. A-1. Center for the Advancement of Jewish
Education, Inc. Final Recommendation
\$5,400

Ms. Ellen Wedner, Festival Director, Miami Jewish Film Festival, noted the festival was held January 16 – 24. She said the festival went really well and for the first time the festival was featured in Continental Airlines Magazine, and the Double Tree Grand Biscayne Bay hotel offered a hotel package for attendees of the festival. She expressed appreciation for the grants received and requested that the funding recommendation be increased.

VI. A-4. Deering Estate Foundation, Inc. Final Recommendation
\$7,500

Ms. Mary Pettit, Executive Director, Deering Estate Foundation, said the event was in its sixth year and has continued to grow drawing over 7000 people each year to explore and enjoy Deering Estate. Ms. Pettit expressed appreciation to the TDC for support of its Deering Seafood Festival on the Bay.

VI. A-6. Florida Grand Opera Final Recommendation
\$5,000

Mr. Justin Moss, Managing Director for Public Relations and Community Affairs, Florida Grand Opera, noted a festival was planned around the upcoming production of the Barber of Seville. He said the Barber of Seville had consistently been among the ten most frequently produced operas in the world. Mr. Moss said he looked forward to the TDC's support.

VI. A-9. Historical Association of Southern Florida, Inc. Final Recommendation
\$5,000

Ms. Marcia Kanner, Miami International Map Fair Manager, Historical Association of Florida, said people came from as far away as Australia and Istanbul for this event on January 29-31. She noted the event was a success and more maps were sold in 2010 than in 2009. Ms. Kanner said the downside was that net revenues were down by 9% and any support would be appreciated.

VI. A-14. Unconservatory, Inc., The

Final Recommendation
\$4,000

Mr. Kirk Whipple, Representative, The Unconservatory, said the event Gala for Two Pianos was coming to South Florida, and that the Unconservatory also hosted a festival in Massachusetts called Cranberry Coast Concerts. He said in an effort to get tourists to attend both festivals. Mr. Whipple said he hoped the TDC saw the Gala for Two Pianos as an essential event to the cultural community.

VI.A-15. Women's International Film & Arts
Festival, Inc.

Final Recommendation
\$5,000

Ms. Yvonne McCormack-Lyons, Executive Director, Women's International Film & Arts Festival, noted they were celebrating the Woman's International Film & Arts Festival's fifth anniversary; more than 400 films had been showcased. She said this year they would screen 68 films representing 24 countries. Ms. McCormack-Lyons expressed appreciation to the TDC for its support and requested an increase from \$5,000 to \$10,000.

C. Special Event/Promotions (Non-Profit)-Ongoing

VI. C-1. Council of International Fashion Designers

Final Recommendation
\$15,000

Ms. Beth Sobol, President, Miami International Fashion Week, said this year's event had 60 designers from 24 countries and over 500 international press attend, which had an economic impact of over \$3 million on the City of Miami. Ms. Sobel said the event continued to grow and had to move into a venue on the mainland because they had lost the VCA grant from Miami Beach. Ms. Sobol asked that the TDC continue supporting this event.

VI. C-4. Miami Bach Society, Inc.

Final Recommendation
\$10,000

Mr. Thomas Abbott, Vice Chairman, Miami Bach Society, said the society put on ten to twelve baroque performances in a year, seven of which occur in a one week period during the first week of March; he pointed out that this application was for that week. He said the performances brought in outstanding baroque music performers from around the world. Mr. Abbot asked the TDC to support this event.

D. Sports (Non-Profit)-Continuing

VI. D-1. Junior Orange Bowl Committee, Inc. Final Recommendation
\$9,000

Mr. Mark Pidal, Administrative Director, Junior Orange Bowl Committee, presented the committee with information regarding several upcoming events of the Jr. Orange Bowl Committee. He noted it was his attempt to make South Florida the premier destination for ice hockey events. Mr. Pidal expressed appreciation to the TDC for their support.

E. Sports (For-Profit)-Continuing

VI. E-1. Excel Events and Productions, LLC Final Recommendation
\$5,000

Amaury Da Costa representative of Excel Events and Productions noted that he did not seek any funding for the first year of the Miami International Triathlon (MIT), since the first year this event had grown tremendously and was in its third year, however, the economy had taken a toll on this event. Mr. Da Costa said organizations had decreased their support, but the participation in the event had increased significantly, and support from the TDC would help increase awareness of fitness activities.

F. Sports (For-Profit)-First Time

VI. F-2. Mediabuy USA, Inc. d/b/a Studio Milano Final Recommendation
\$7,500

Mr. Gabriel Redone, President, Studio Milano, noted he was working with Bacardi on the Miami Sailing Week event and presented information regarding the upcoming event. He expressed appreciation to the TDC.

A. Special Events/Promotions (Non-profit)-(Continuing)

Agenda Item No.	Organization Name	Final Recommendation
VI. A-2.	Coconut Grove Arts & Historical Association, Inc.	\$20,000
VI. A-3.	Coconut Grove Chamber of Commerce, Inc.	\$5,000
VI. A-5.	Fairchild Tropical Botanic Garden, Inc.	\$14,000

VI. A-7.	Florida International University Board of Trustees, for the benefit of the Department Intercollegiate Athletics	\$14,000
VI. A-8.	Galata, Inc. F/A for Ayiti History and Resources, Inc.	\$5,000
VI. A-10.	Miami Design Preservation League, Inc.	\$10,000
VI. A-11.	National Foundation for Advancement in the Arts, Inc.	\$10,500
VI. A-12.	Rotary Foundation of South Miami, Inc.	\$3,000
VI. A-13.	South Florida Bluegrass Association, Inc.	\$6,000

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

VI. B-1.	Creation Ballet Company, Inc d/b/a Creation Art Center	\$5,000
VI. B-2.	National marine manufacturers Association (NMMA)	\$10,000
VI. B-3.	New Visions For South Dade Inc.	\$15,000
VI. B-4.	Viernes Culturales/Cultural Fridays, Inc.	\$15,000

C. Special Event/Promotions (Non-Profit)-Ongoing

VI. C-2.	Dr. Martin Luther King, Jr. Parade and Festivities	\$10,000
VI. C-3.	GableStage, Inc.	\$15,000
VI. C-5.	National Gay and Lesbian Task Force Foundation, Inc.	\$10,000
VI. C-6.	United Haitian American Artists, Inc.	\$5,000

E. Sports (For-Profit)-Continuing

VI. E-2. US Road Sports and Entertainment of Florida,
LLC \$5,000

F. Sports (For-Profit)-First Time

VI. F-1. Casting for A Cause, LLC Deferred

Ms. Ramudo proposed full funding (\$25,000) for the Miami International Fashion Week event and to increase Deering Estate's funding recommendation amount (\$5,000) to \$7,500.

In response to Ms. Ramudo's proposal Mr. Blumberg said he was in support of Ms. Ramudo's proposal to increase Deering Estate's funding. Noting he was not in support of fully funding Fashion Week, Mr. Blumberg proposed increasing Fashion Week's recommended funding from \$10,000 to \$15,000.

It was moved by Ms. Ramudo to increase Deering Estate's funding from \$5,000 to \$7,500. This motion was seconded Mayor Bower and upon being put to a vote, passed unanimously by those members present.

It was moved by Mr. Blumberg to increase Miami International Fashion Week's funding from \$10,000 to \$15,000. This motion was seconded by Mayor Bower and upon being put to a vote, passed unanimously by those members present.

Mr. Blumberg expressed concern regarding Agenda Item F-1 Casting for A Cause, LLC. He noted during the subcommittee meeting he voted no to the funding recommendation because Casting for A Cause did not have a cause listed other than being a for-profit organization requesting funds for a fishing tournament. Mr. Blumberg said he expected a representative of Casting for A Cause to appear at today's meeting to enlighten the TDC regarding its application. Mr. Blumberg asked that this application be excluded from the vote.

Mr. Oleson stated that Casting for A Cause had a medical cause, a rare medical condition that this organization was raising money for. He stated he would collect and distribute additional information regarding Casting for A Cause.

Chairman Diaz expressed concern that Casting for A Cause did not list its cause on the application. He said this was an issue and many deserving entities listed their cause.

It was moved by Mayor Bower to defer Agenda Item F-1 Casting for A Cause, LLC to the next TDC meeting. This motion was seconded by Ms. Ramudo, and upon being put to a vote, passed unanimously by those members present.

Discussion ensued regarding further funding of the Miami International Fashion Week event.

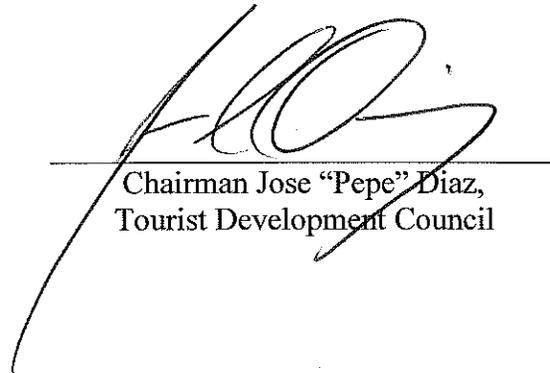
It was moved by Mr. Blumberg to accept all recommendations as amended, excluding agenda items A-10 Miami Design Preservation League and D-1 Jr. Orange Bowl Committee. This motion was seconded by Ms. Ramudo and upon being put to a vote passed by a unanimous vote of those members present.

It was moved by Mr. Blumberg to accept the recommended funding of the Miami Preservation League Art Deco Weekend event. This motion was seconded by Ms. Ramudo, and upon being put to a vote, passed unanimously by those members present (Mayor Bower abstained from voting due to a conflict of interest).

It was moved by Mayor Bower to accept the recommended funding of the Jr. Orange Bowl Committee's International Tennis, Golf, and Chess and National Basketball and Ice Hockey event. This motion was seconded by Mr. Blumberg, and upon being put to a vote, passed unanimously by those members present (Mr. Perry abstained from voting due to a conflict of interest).

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 9:10 a.m.



Chairman Jose "Pepe" Diaz,
Tourist Development Council



Tourist Development Council
February 9, 2010

Prepared by: Zorana Gainer

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	2/9/2010		Memorandum regarding TDC Meeting
2	2/9/2010		TDC Meeting Agenda
3	2/9/2010		TDC Citizen's presentations list
4	2/9/2010		November 17, 2009 TDC meeting minutes for approval
5	2/9/2010		FY 2009-2010 TDC Application Summary Worksheet Second funding period
6	2/9/2010		Memorandum regarding Budget recommendations for FY 2009-2010 Second funding period
7	2/9/2010		Budget recommendations Agenda Item No's. A-1 through F-2
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MEMORANDUM

CLERK OF THE BOARD

2010 FEB -5 PM 2:46

CLERK, CIRCUIT & COUNTY COURTS
DADE COUNTY, FLA.
#1

TO: Tourist Development Council Members DATE: February 4, 2010

FROM: Honorable José "Pepe" Diaz
Chairperson
Tourist Development Council SUBJECT: Tourist Development
Council FY2009-2010
Second Quarter
Funding Meeting

The Tourist Development Council's FY2009-2010 Second Quarter Funding Meeting has been scheduled for **Tuesday, February 9 at 8:00 am**. Please note that the hearing is scheduled to take place at the **Stephen P. Clark Center, located at 111 NW First Street**. The meeting will be held on the 10th floor in the Citizen's Independent Transportation Trust's conference room. To this effect, I am enclosing the agenda package for this meeting.

TDC Members: Stuart L. Blumberg
Mayor Matti Herrera Bower
Carmen Corvos-Roig
Rex R. Oleson
William Perry, III
Olga Ramudo

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



Panel Meeting
Tuesday, February 9, 2010 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 November 17, 2009 Meeting**
 - B. TDC Nomination Committee Report and Recommendations**
- IV. Reports and Discussion Items**
 - A. Updated Budget / Financial Position and Funding Recommendations for FY2009-10 Second Funding Period**
- V. Citizens' Presentations**
- VI. Grant Applications and Recommendations - Second Funding Period**

A. Special Events/Promotions (Non-Profit) -- Continuing	Request	Subcommittee Recommendation
1. Center for the Advancement of Jewish Education, Inc. <i>13th Miami Jewish Film Festival</i>	10,000	5,400
2. Coconut Grove Arts & Historical Association, Inc. <i>47th Annual Coconut Grove Arts Festival</i>	25,000	20,000
3. Coconut Grove Chamber of Commerce, Inc. <i>Great Taste of the Grove 2010</i>	8,000	5,000
4. Deering Estate Foundation, Inc. <i>6th Annual Deering Seafood Festival on the Bay</i>	15,000	5,000
5. Fairchild Tropical Botanic Garden, Inc. <i>Kusama at Fairchild</i>	25,000	14,000
6. Florida Grand Opera <i>2010 The Barber of Seville Family Festival</i>	25,000	5,000
7. Florida International University Board of Trustees, for the benefit of the Department Intercollegiate Athletics <i>"Fun & Fit as a Family" (Part of 2010 South Beach Wine & Food Festival)</i>	14,000	14,000

	Request	Subcommittee Recommendation
8. Galata, Inc. F/A for Ayiti History and Resources, Inc. <i>Haitian History Month Exhibition</i>	15,000	5,000
9. Historical Association of Southern Florida, Inc. <i>17th Annual Miami International Map Fair</i>	8,500	5,000
10. Miami Design Preservation League, Inc. <i>Art Deco Weekend 2010</i>	15,000	12,000
11. National Foundation for Advancement in the Arts, Inc. <i>youngARTS Week 2010</i>	10,800	10,500
12. Rotary Foundation of South Miami, Inc. <i>South Miami Rotary Art Festival</i>	15,000	3,000
13. South Florida Bluegrass Association, Inc. <i>32nd Annual Everglades Bluegrass Festival</i>	8,000	6,000
14. Unconservatory, Inc., The <i>The Unconservatory 2009-2010 Second Quarter Events</i>	5,000	4,000
15. Women's International Film & Arts Festival, Inc. <i>5th Annual Women's International Film & Arts Festival</i>	25,000	5,000
B. Special Events/Promotions (Non-Profit) -- First Time		
1. Creation Ballet II Company, Inc. d/b/a Creation Art Center <i>The Lorca Theater Festival</i>	15,000	5,000
2. National Marine Manufacturers Association (NMMA) <i>Miami International Boat Show & Strickly Sail</i>	25,000	10,000
3. New Visions For South Dade Inc. <i>2010 MLK Parade/Festival in Homestead and Florida City</i>	15,000	15,000
4. Viernes Culturales/Cultural Fridays, Inc. <i>Viernes Culturales/Cultural Fridays</i>	15,000	15,000
C. Special Events/Promotions (Non-Profit) -- Ongoing		
1. Council of International Fashion Designers, Inc. <i>Miami International Fashion Week</i>	25,000	10,000
2. Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc. <i>Dr. Martin Luther King, Jr. Parade and Festivities</i>	10,000	10,000
3. GableStage, Inc. <i>GableStage 2009-2010 Season</i>	25,000	15,000
4. Miami Bach Society, Inc. <i>Tropical Baroque Music Festival XI</i>	25,000	10,000
5. National Gay and Lesbian Task Force Foundation, Inc. <i>Winter Party Festival 2010</i>	10,000	10,000
6. United Haitian American Artists, Inc. <i>22nd Annual Haitian Independence Day Gala</i>	10,000	5,000
D. Sports (Non-Profit) -- Continuing		
1. Junior Orange Bowl Committee, Inc. <i>International Tennis, Golf and Chess and National Basketball and Ice Hockey</i>	15,000	9,000

	Request	Subcommittee Recommendation
E. Sports (For-Profit) – Continuing		
1. Excel Events and Productions, LLC <i>Miami International Triathlon (MIT)</i>	15,000	5,000
2. US Road Sports and Entertainment of Florida, LLC <i>13.1 Marathon Miami Beach</i>	15,000	5,000
F. Sports (For-Profit) – First Time		
1. Casting for A Cause, LLC <i>Casting for a Cause</i>	15,000	10,000
2. Mediabuy USA, Inc. dba Studio Milano <i>Miami Sailing Week</i>	25,000	7,500

Adjournment



Panel Meeting
Tuesday, February 9, 2010 8AM
Stephen P. Clark Center
111 NW First Street
Citizen's Independent Transportation Trust
10th Floor, Back Conference Room
Miami, Florida

Citizens' Presentations

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

	Request	Staff Recommendation
1. Center for the Advancement of Jewish Education, Inc. <i>Ellen Wedner</i>	10,000	5,400
4. Deering Estate Foundation, Inc. <i>Mary Pettit</i>	15,000	5,000
5. Fairchild Tropical Botanic Garden, Inc. <i>Justin Moss</i>	25,000	14,000
9. Historical Association of Southern Florida, Inc. <i>Marcia Kanner</i>	8,500	5,000
14. Unconservatory, Inc., The <i>Kirk Whipple</i>	5,000	4,000
15. Women's International Film & Arts Festival, Inc. <i>Yvonne McCormack-Lyons</i>	25,000	5,000

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

2. National Marine Manufacturers Association (NMMA) <i>Cathy Rick-Joule</i>	25,000	10,000
4. Viernes Culturales/Cultural Fridays, Inc. <i>Christina Urdaneta</i>	15,000	15,000

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

1. Council of International Fashion Designers, Inc. <i>Beth Sobol</i>	25,000	10,000
4. Miami Bach Society, Inc. <i>Thomas Abbott</i>	25,000	10,000
5. National Gay and Lesbian Task Force Foundation, Inc. <i>Michael Bath</i>	10,000	10,000

E. Sports (For-Profit) – Continuing

1. Excel Events and Productions, LLC <i>Amaury Da Costa</i>	15,000	5,000
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F. Sports (For-Profit) – First Time

1. Casting for A Cause, LLC <i>James Accursio</i>	15,000	10,000
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**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.

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

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

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

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

FY 2009-2010 Tourist Development Council
Application Summary Worksheet
Panel Meeting -- February 9, 2010 8:00am
Second 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	Center for the Advancement of Jewish Education, Inc.	5,400	13th Miami Jewish Film Festival	01/16/10 to 01/23/10	10,000	Continuing / 2nd	6,000	6,000	0.9	4,600	R				
VI. A-2	Coconut Grove Arts & Historical Association, Inc.	20,000	47th Annual Coconut Grove Arts Festival	02/13/10 to 02/15/10	25,000	Continuing / 3rd	22,500	25,000	0.8	5,000	R				
VI. A-3	Coconut Grove Chamber of Commerce, Inc.	5,000	Great Taste of the Grove 2010	01/09/10 to 01/10/10	8,000	Continuing / 2nd	5,000	5,000	Exempt	3,000	R				
VI. A-4	Deering Estate Foundation, Inc.	5,000	6th Annual Deering Seafood Festival on the Bay	03/28/10 to 03/28/10	15,000	Continuing / 4th	5,000	5,000	Exempt	10,000	R				
VI. A-5	Fairchild Tropical Botanic Garden, Inc.	14,000	Kusama at Fairchild	12/05/09 to 05/30/10	25,000	Continuing / 3rd	16,000	20,000	0.8	11,000	R				
VI. A-6	Florida Grand Opera	5,000	2010 The Barber of Seville Family Festival	01/15/10 to 03/31/10	25,000	Continuing / 4th	5,000	5,000	Exempt	20,000	R				
VI. A-7	Florida International University Board of Trustees, for the benefit of the Department Intercollegiate Athletics	14,000	"Fun & Fit as a Family" (Part of 2010 South Beach Wine & Food Festival)	02/27/10 to 02/28/10	14,000	Continuing / 3rd	15,750	17,500	0.8	0	R				
VI. A-8	Galata, Inc. /fa Ayiti History and Resources, Inc.	5,000	Haitian History Month Exhibition	01/01/10 to 01/31/10	15,000	Continuing / 2nd	5,000	5,000	Exempt	10,000	R				
VI. A-9	Historical Association of Southern Florida, Inc.	5,000	17th Annual Miami International Map Fair	01/29/10 to 01/31/10	8,500	Continuing / 5th	5,250	7,500	0.6	3,500	R				
VI. A-10	Miami Design Preservation League, Inc.	12,000	Art Deco Weekend 2010	01/15/10 to 01/17/10	15,000	Continuing / 5th	14,000	20,000	0.6	3,000	R				
VI. A-11	National Foundation for Advancement in the Arts, Inc.	10,500	youngARTS Week 2010	01/09/10 to 01/16/10	10,800	Continuing / 4th	12,000	15,000	0.7	300	R				
VI. A-12	Rotary Foundation of South Miami, Inc.	3,000	South Miami Rotary Art Festival	02/27/10 to 02/28/10	15,000	Continuing / 4th	3,000	3,000	0.7	12,000	R				
VI. A-13	South Florida Bluegrass Association, Inc.	6,000	32nd Annual Everglades Bluegrass Festival	02/26/10 to 02/28/10	8,000	Continuing / 3rd	6,750	7,500	0.8	2,000	R				
VI. A-14	Unconservatory, Inc. The	4,000	The Unconservatory 2009-2010 Second Quarter Events	01/01/10 to 03/31/10	5,000	Continuing / 4th	4,000	4,000	0.7	1,000	R				
VI. A-15	Women's International Film & Arts Festival, Inc.	5,000	5th Annual Women's International Film and Arts Festival	03/26/10 to 04/01/10	25,000	Continuing / 4th	5,000	5,000	0.7	20,000	R				
Subtotals:											118,900	224,300	105,400	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	Creation Ballet II Company, Inc. dba Creation Art Center	5,000	The Lorca Theater Festival	03/26/10 to 04/18/10	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R				
VI. B-2	National Marine Manufacturers Association (NMMA)	10,000	Miami International Boat Show & Strictly Sail	02/11/10 to 02/15/10	25,000	First Time / 1st	N/A	N/A	N/A	15,000	R				
VI. B-3	New Visions for South Dade, Inc.	15,000	2010 MLK Parade/Festival in Homestead and Florida City	01/15/10 to 01/17/10	15,000	First Time / 1st	N/A	N/A	N/A	0	R				
VI. B-4	Viemas Culturales/Cultural Fridays, Inc.	15,000	Viemas Culturales/Cultural Fridays	01/29/10 to 03/26/10	15,000	First Time / 1st	N/A	N/A	N/A	0	R				
Subtotals:											45,000	70,000	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. C-1	Council of International Fashion Designers, Inc.	10,000	Miami International Fashion Week	03/18/10 to 03/21/10	25,000	Ongoing / 1st	10,000	N/A	N/A	15,000	R		
VI. C-2	Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc.	10,000	Dr. Martin Luther King, Jr. Parade and Festivities	01/14/10 to 01/21/10	10,000	Ongoing / 1st	5,000	N/A	N/A	0	R		
VI. C-3	GableStage, Inc.	15,000	GableStage 2008-2010 Season	10/01/08 to 09/30/10	25,000	Ongoing / 1st	9,000	N/A	N/A	10,000	R		
VI. C-4	Miami Bach Society, Inc.	10,000	Tropical Baroque Music Festival XI	02/27/10 to 03/07/10	25,000	Ongoing / 1st	6,000	N/A	N/A	15,000	R		
VI. C-5	National Gay and Lesbian Task Force Foundation, Inc.	10,000	Winter Party Festival 2010	03/02/10 to 03/08/10	10,000	Ongoing / 1st	5,000	N/A	N/A	0	R		
VI. C-6	United Haitian American Artists, Inc.	5,000	22nd Annual Haitian Independence Day Gala	12/31/09 to 12/31/09	10,000	Ongoing / 1st	5,000	N/A	N/A	5,000	R		
Subtotals:											45,000	R = Reimbursement	0
											*D = Direct		

Sports
Non-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Panel Action	
VI. D-1	Junior Orange Bowl Committee, Inc.	9,000	International Tennis, Golf and Chess and National Basketball and Ice Hockey	12/03/09 to 01/18/10	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R		
Subtotals:											9,000	R = Reimbursement	0
											*D = Direct		

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. E-1	Excel Events and Productions, LLC	5,000	Miami International Triathlon (MIT)	03/12/10 to 03/14/10	15,000	Continuing / 2nd	5,000	5,000	Exempt	10,000	R		
VI. E-2	US Road Sports and Entertainment of Florida, LLC	5,000	13.1 Marathon Miami Beach	03/07/10 to 03/07/10	15,000	Continuing / 2nd	5,000	5,000	Exempt	10,000	R		
Subtotals:											30,000	R = Reimbursement	0
											*D = Direct		

Sports
For-Profit Organizations (First Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Panel Action	
VI. F-1	Castling for A Cause, LLC	10,000	Castling for a Cause	03/04/10 to 03/07/10	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R		
VI. F-2	Mediabuy USA, Inc. dba Studio Milano	7,500	Miami Sailing Week	03/08/10 to 03/13/10	25,000	First Time / 1st	N/A	N/A	N/A	17,500	R		
Subtotals:											40,000	R = Reimbursement	0
											*D = Direct		

Beginning Balance for FY 2009-2010:	1,071,752
Carry-over/Recaptured Funds:	11,500
Total Available for FY 2009-2010:	1,083,252
Beginning Balance for 2nd Funding Quarter:	260,400
Shoulder Season Fund	50,000
Total in the Reserve Fund:	100,000
Remaining Balance for the Program:	415,852
Total number of Applications:	30
Grant request grand total:	484,300
Request to recommendation grand total:	213,900
Subcommittee Recommendation Grand Total:	260,400
Final Panel Recommendation Grand Total:	0



MEMORANDUM

Date:

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

From: Michael Spring, Director
Department of Cultural Affairs

A handwritten signature in black ink, appearing to read "Michael Spring", with a large, stylized flourish or scribble extending from the end of the signature.

Subject: Budget Recommendations for
FY 2009-2010 Second 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.

After careful review of department files, staff was able to determine that one (1) FY 2007-2008 grant was returned to the TDC. A total of \$11,500 has reverted back to the TDC as outlined in Article II.6 of the grant agreements. These funds were not reallocated in the FY2007-2008, and have been utilized in the FY2009-2010 quarterly budget allocations. These grant funds were recaptured from Miami/Bahamas Goombay Festival in Coconut Grove, Inc. for the *32nd Annual Miami Bahamas Goombay Festival*. These recaptured funds increased the total budget for FY2009-2010 to \$1,083,252.

2nd Funding Period Overview

There are thirty (30) applications requesting a total of \$484,300 for the second quarter funding period. Of these 30 applications, twenty-six (26) are from non-profit organizations requesting a total of \$414,300; and four (4) applications are from for-profit organizations requesting \$70,000.

Six (6) of these 30 organizations represent New and/or First-time projects to the Tourist Development Council; eighteen (18) are Continuing projects; and six (6) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

Recommended Allocation for this Funding Period

A total of \$260,400 has been recommended for 30 organizations by the TDC Subcommittee for this second funding period. The remaining balance for the program as appropriated at the beginning of the year is \$415,852. 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	260,400				260,400 ³⁰	
Third Funding Period	144,991					144,991
Fourth Funding Period	120,861					120,861
Reserve	100,000					100,000
Set-Aside Grants	121,400					
Shoulder Season Fund	50,000					50,000
TOTAL	\$1,083,252	\$ 121,400			\$ 667,400⁶³	\$ 415,852

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

Supplements

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

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

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY2009-2010					\$1,083,252
Total Allocation for First Funding Period					\$ 407,000
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 118,900 (15)	\$ 19,000 (3)	N/A	N/A	\$ 137,900 (18)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 60,000 (6)	N/A	N/A	N/A	\$ 60,000 (6)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 45,000 (4)	\$ 17,500 (2)	N/A	N/A	\$ 62,500 (6)
Total Recommended for Second Funding Period (# of requests)	\$ 223,900 (25)	\$ 36,500 (5)	N/A	N/A	\$ 260,400 (30)
Balance Remaining (3rd + 4th+ Reserve + Shoulder Season Fund)					\$ 415,852

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

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

Agenda Item No.: A-1

ORGANIZATION: Center for the Advancement of Jewish Education, Inc.

GRANT REQUEST: \$10,000

TITLE OF EVENT: 13th Miami Jewish Film Festival

RECOMMENDATION: \$5,400

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: January 16, 2010 - January 28, 2010

EVENT LOCATION: Regal So. Beach, Sunrise Cinema, NMB, Cosford Cinema U of M

DESCRIPTION:

Funds are requested to support the 13th Annual Miami Jewish Festival, which features award-winning international films in a weeklong festival held in January. Films are carefully selected for their artistic and intellectual merit and include some aspect of the Jewish experience, while resonating deeply with the broader ethnically diverse population in Miami and visiting tourist.

HOTEL CONFIRMATION:

Sonesta Hotel Coconut Grove

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$6,000 (08-09); (\$5,000 (07-08) End of cycle); \$6,000 (06-07) ; \$5,000 (05-06); \$5,400 (04-05); \$6,000 (03-04); (\$4,000 (02-03) - End of Cycle); \$5,000 (01-02); \$2,800 (00-01); \$3,150 (99-00); \$3,500 (98-99)

OTHER GOVERNMENT FUNDING:

Miami Beach CAC - \$18,301

Coral Gables - \$10,000 (pending)

CG - \$10,000 (pending)

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

FY 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

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): **072229040**
 Center for the Advancement of Jewish Education FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 4200 Biscayne Boulevard, 1st Floor
 City: Miami State: FL Zip: 33137 Website: www.caje-miami.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1944

(7) FEI#: 59 - 0624373 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/1/09 Time: 3-5pm

(10) Name: Sandy R. Wertheim Mr. Mrs. Ms. Miss Dr.
 Title: Director of Finance Phone (day): (305) 576 - 4030 ext. 113
 Email: sandywertheim@caje-miami.org Fax: (305) 576-0307 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 13th Miami Jewish Film Festival

(12) Starting and Ending Dates: 1/16-1/24/2010 (13) Starting and Ending Times: Film times vary

(14) Address or Location of Project: Regal So. Beach, Sunrise Cinema, NMB, Cosford Cinema U of M

(15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: # 07

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

(16) Miami-Dade Commission District: # 3 Florida State Senate District: # 35
 Florida State House District: # 109 U.S. Congress District: # 17
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

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

(18) Expected Participation (# of individuals): 7,500

(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): 250
 # of Children (Ages 6-12): 10 **Total # - All Ages (Ages 0-18):** 260

(18b) Total Participation: Audience/Attending: 7,480 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

What: WHAT? The 13TH Miami Jewish Film Festival will showcase critically acclaimed, award winning international films, many of which are Miami premiers. To enrich the viewers' experience, films are coupled with thoughtful programming, such as lectures and audience dialogue with actors, scholars and filmmakers. MJFF is known for bringing important, otherwise unavailable, films to Miami-Dade. The Festival also provides our community and many tourist that come to this area with the opportunity to see outstanding films which later receive commercial success and/or are nominated for Academy Awards. In 2008, we opened with the Academy Award entry from Brazil, "The Year My Parents Went on Vacation", and closed with Academy Award finalist for Best Foreign Film, "Beaufort" from Israel". In 2009, we screened the German short film "Toyland", which WON the Academy Award for Best Short Live Action. Where else would our Miami audiences have the opportunity to see those films? The quality and professionalism of the Miami Jewish Film Festival was recognized by the *Miami New Times* which chose it as the "Best Festival of 2009". Throughout the MJFF, we will feature opportunities for dialogue with the filmmakers and will continue to provide book lists for each film.

How: Film is a particularly important tourist offering due to its broad appeal and as an affordable entertainment. Our theaters are easily accessible from hotels on Miami Beach, Coconut Grove, Coral Gables, Sunny Isles, and other highly popular tourist areas. It is important because MJFF provides foreign language films, as well as international filmmakers, a gift to our European, French Canadian and Latin visitors. In advance of the festival, emails have arrived from as far away as Germany asking for the festival dates. Close working relationships with foreign Consulates, and cultural organizations, help the festival attract visitors. What's more, Snowbirds, especially from the Northeast, as well as Canadians attend the festival in droves. Many of them are on fixed budgets, and appreciate hard-to- find Jewish cultural offerings at affordable prices.

What: Our marketing efforts include the use of various media: radio and television spots and interviews, websites, e-blasts, and publications. Our direct marketing program is growing utilizing promotional flyers, posters and press packets which we distribute through Books & Books, hotels, Foreign Consulates and local schools and synagogues.

When and Where: The Festival, will be held at the Sunrise Cinema at the IntraCoastal Mall in North Miami Beach, the Regal Cinemas South Beach 18 on Miami Beach; and the Cosford Theater at the University of Miami. Opening Night will be at Colony Theater. Festival dates are January 16 to January 24, 2010.

WHO? By virtue of its mission, the Festival attracts many Jewish patrons. However, films are carefully selected to attract other segments of our diverse community. We make a significant effort to appeal to the Latin American community with Spanish language films. In 2009, we featured films from Mexico and Chile. We have booked films from Germany, Israel, France, Tunisia, Argentina, Slovakia, UK and the US. The truly international nature of the festival makes the films very attractive to tourists and residents alike, who seek films in their original language. The Festival is a collective effort of professionals and volunteers; Ellen Wedner, Festival Director, brings her years of experience as the Managing Producer of the Miami International Film Festival, and as the producer of Second Thursday's. Chair, David Scharlin leads a dedicated group of volunteers, and an Advisory Board of about 12. Guest filmmakers, actors and scholars provide assistance. Other participants include consulates, the UM School of Communications; and many local organizations.

WHY? Funding from the Tourist Development Council Department of Cultural Affairs of Miami-Dade County for the Festival is justified, not only to benefit the significant Jewish population, but also because Miami's film going community counts on the Festival to bring superior, international, prize-winning films to our area, many of which would never be screened here without the festival. By continually upgrading the quality and pluralism of the festival, the MJFF enriches our community and contributes to Miami-Dade's evolving persona as a sophisticated destination with exciting cultural offerings. The MJFF is in special need of grants this year because of ever increasing costs, and decreasing public and private funding in a challenging economy.

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>	9,000				9,000		
ARTISTIC: NUMBER OF ARTISTS: <u>2</u>	42,500		2,500		40,000		
TECHNICAL: NUMBER OF EMPLOYEES: <u>1</u>	6,500				6,500		
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS: <u>11</u>	6,750				6,750		
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES: <u>1</u>	5,250				5,250		
MARKETING/PUBLICITY	13,875		2,500		11,375		20,000
PRINTING	3,400		1,700		1,700		
POSTAGE	3,500		1,300		2,200		
IN-COUNTY TRAVEL	500				500		6,000
OUT OF COUNTY TRAVEL	3,000				3,000		
EQUIPMENT RENTAL	6,375		1,000		5,375		
EQUIPMENT PURCHASE	0						
SPACE RENTAL	12,000		1,000		11,000		
INSURANCE	1,000				1,000		
UTILITIES	200				200		
SUPPLIES/MATERIALS	1,000				1,000		
OTHER COSTS (ITEMIZE BELOW):							
FILM FEES AND SHIPPING	15,000				15,000		
MISCELLANEOUS, SECURITY	1,700				1,700		
FILM SOCIETY SPECIAL EVENTS	1,200				1,200		

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

10,000

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

132,750

= 10,000

+ 122,750

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

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

26,000

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

\$ 158,750

Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 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	28,209		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	8,000	26,000	SEE ATTACHED
FOUNDATION SUPPORT	12,500		
PRIVATE/INDIVIDUAL SUPPORT	34,150		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
Miami Beach, FAN and Community Grant, City LOCAL of Coral Gables	28,291		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Consulates	2,000		
Film Society Membership (*)	8,600		
Ad / Miscellaneous	1,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	10,000		

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

132,750

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

26,000

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

\$ 158,750

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

* Film Society Memberships are for one year. There are various levels of membership ranging from a Film Fan at \$50, an Actor at \$100, and a Cinematographer at \$250. Each level entitles members to numerous benefits including discounts to Films and Festival Events, free tickets to some films, Name Recognition in our Playbill, Receptions, etc. The 2009 Film Festival included approximately 150 members at varying levels.

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

Agenda Item No.: A-2

ORGANIZATION: Coconut Grove Arts & Historical Association, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: 47th Annual Coconut Grove Arts Festival

RECOMMENDATION: \$20,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: February 13-15, 2010

EVENT LOCATION: Streets of Coconut Grove, S Bayshore Drive, Pan American Dr.

DESCRIPTION:

Funds are requested to support the 47th Annual Coconut Grove Arts Festival, which continues to be a Miami tradition by maintaining its position as one of the largest and most prestigious events of its kind in the world. The Festival is one of the most visible and celebrated events in Miami-Dade County. Held annually during Presidents Day weekend, the Festival will be celebrating 47 years of excellence February 13, 14, 15, 2010.

HOTEL CONFIRMATION:

Pending

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

Print: The Miami Herald/ El Nuevo

T.V.: NBC 6, Telemundo

PREVIOUS TDC FUNDING:

\$22,500 (08-09); \$25,000 (07-08); (\$17,500 (06-07) End of cycle); \$17,500 (05-06); \$20,000 (04-05);

\$22,500 (03-04); \$25,000 (02-03)

OTHER GOVERNMENT FUNDING:

FEST -

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
 FY 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) **024836806**
 Coconut Grove Arts & Historical Association, Inc FOR MORE INFO CONTACT: WWW.DNB.COM
 Organization's Legal Address: 3390 Mary Street Suite 128
 City: Coconut Grove State: FL Zip: 33133 Website: www.coconutgroveartsfest.com
- (4) Applicant Institution Type: Cultural Non-Cultural
- (5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1963
- (7) FEI#: 59 - 1652630 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 10/6/09 Time: 10:30 am
- (10) Name: Katherine A. Phillips Mr. Mrs. Ms. Miss Dr.
 Title: Chief Operating Officer Phone (day): (305) 447 - 0401 ext. 23
 Email katherine@coconutgroveartsfest.com Fax: (305) 447 - 1499 Phone (other): (305) 962 - 0615 ext.

PROJECT INFORMATION

- (11) Project Title: 47th Annual Coconut Grove Arts Festival
- (12) Starting and Ending Dates: 2/13 - 2/15/2010 (13) Starting and Ending Times: 9:00 am - 6:00 pm
- (14) Address or Location of Project: Streets of Coconut Grove- S Bayshore Drive, Pan American Dr
- (15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 99
- | | | | |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami | 10 Homestead | 19 Golden Beach | 28 Aventura |
| 02 Miami Beach | 11 Miami Shores | 20 Pinecrest | 29 Islandia |
| 03 Coral Gables | 12 Bal Harbour | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah | 13 Bay Harbor Island | 22 Medley | 31 Miami Lakes |
| 05 Miami Springs | 14 Surfside | 23 North Bay Village | 32 Palmetto Bay |
| 06 North Miami | 15 West Miami | 24 Key Biscayne | 33 Miami Gardens |
| 07 North Miami Beach | 16 Florida City | 25 Sweetwater | 34 Doral |
| 08 Opa-Locka | 17 Biscayne Park | 26 Virginia Gardens | 35 Cutler Bay |
| 09 South Miami | 18 El Portal | 27 Hialeah Gardens | 99 Unincorporated |

- (16) Miami-Dade Commission District: # 7 Florida State Senate District: # 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): 340
- (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: Audience/Attending: 150,000 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

The Coconut Grove Arts Festival presented by Blue Cross and Blue Shield of Florida continues in its position as one of the largest and most prestigious events of its kind in the world. While celebrating its roots and revitalizing the local arts, the Festival draws patrons not only from our local community but also from all over the United States, Canada, Latin America and Europe. The Festival is one of Miami-Dade County's most visible and celebrated events drawing attention to the astonishingly beautiful community that hosts it. Held annually during Presidents' Day Weekend, the Festival will be celebrating its 47th Anniversary February 13, 14, 15, 2010 and will proudly display the works of more than 300 fine artists and craftsmen in the streets of Coconut Grove to more than 150,000 patrons. The Festival is an affordable entertainment for families! Children twelve and under receive free admission; adult tickets are ten dollars.

The Festival, conceived as a publicity stunt to promote the opening of "Irma la Douce" at the Coconut Grove Playhouse in 1963, continues four decades later to strive to expose the South Florida community to the extensive treasures art has to offer. In order to maintain the highest quality of exhibiting artists, the Festival conducts a blind jurying process in which a panel of local and national art experts review over 7,000 images submitted by the applicants. An artist applying to the Festival is vying for a spot in a show that was ranked #1 by Sunshine Artist Magazine in 2009 as the top fine arts festival in the country. Advancements in technology have made information about our show accessible to a wider market of artists and has increased our application submissions by more than 15%.

In an effort to ensure that the Festival has something to offer everyone, we not only celebrate the Visual Arts, but also bring both Performing Arts and Culinary Arts to our patrons. In 2009, local artists entertained the crowds by crooning familiar tunes and exposed patrons to innovative forms of artistic expression via mime, dance and music. For the 2010 event, the Festival is exploring a partnership with local musicians and local radio stations who are working to provide performing artists for the Main Stage. While the final roster of artists has not been completed, our commitment stands to provide quality entertainment to enhance the visual arts experience at the Festival. The Festival's Culinary Showcase Pavilion was added to the mix in 2006 and has developed quite a fan base among Festival-goers. Featuring celebrity chefs like Michelle Bernstein and exhibits from local chefs occurring throughout the day there is always something to tickle your taste buds. Quality programming such as this allows us to attract a broader audience to the event furthering our commitment to expose our community and tourists to the arts.

As it takes a community like Miami-Dade County to host an event of this magnitude, it also takes a year-round full time staff to conceptualize, plan and implement this three-day event. Our planning and implementation is an ongoing process that is driven by our professional staff and monitored by our Board of Directors throughout the year assuring the best quality event for Miami-Dade County. The Festival employs a full time advertising agency and a public relations firm who work in concert year round to coordinate the Festival's marketing efforts. The media plan for this year includes, out-of-home advertising, television, radio, web, social media and print components. In addition to the comprehensive advertising and communications plan implemented by the Festival team, the Festival is supported by local television and media outlets. The Festival enjoys long standing relationships and sponsorships with NBC6, T51, Comcast Cablevision, WMIA, WKAT, WMCU, the Miami Herald and el Nuevo Herald. Funds received from the TDC help to offset the costs of producing the Festival allowing us to continue to promote our local community and this award winning event.

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>	198,860				198,860	
ARTISTIC:	NUMBER OF ARTISTS: <u>0</u>						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>2</u>	81,178				81,178	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>12</u>	27,410					
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>4</u>	308,627				308,627	21,342
MARKETING/PUBLICITY		101,616				101,616	
PRINTING		55,785				55,785	15,258
POSTAGE		10,110				10,110	
IN-COUNTY TRAVEL		10,602				10,602	5,954
OUT OF COUNTY TRAVEL		3,451				3,451	
EQUIPMENT RENTAL		119,101		25,000		94,101	
EQUIPMENT PURCHASE							
SPACE RENTAL		121,789				121,789	
INSURANCE		48,755				48,755	
UTILITIES		61,974				61,974	6,503
SUPPLIES/MATERIALS		38,243				38,243	
OTHER COSTS (ITEMIZE BELOW):							
	ARTISTS' AWARDS	34,697				34,697	
	PERMITS & FEES	42,454				42,454	
	SPONSORSHIP EXPENSE	13,128				13,128	
	VOLUNTEER EXPENSE	10,091				10,091	
	OTHER (SEE ATTACHED LIST A)	33,858				33,858	27,619

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

25,000

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

1,321,729 = **25,000** + **1,296,729**

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

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

76,676

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

\$ 1,398,405 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 - Second Quarter

Agenda Item No.: A-3

ORGANIZATION: Coconut Grove Chamber of Commerce, Inc.

GRANT REQUEST: \$8,000

TITLE OF EVENT: Great Taste of the Grove 2010

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: January 9-10, 2010

EVENT LOCATION: Peacock Park, 2820 McFarlane Road, Coconut Grove

DESCRIPTION:

Funds are requested to support the 2010 Great Taste of the Grove, a community event produced by the Coconut Grove Chamber of Commerce, now in its ninth year, that unites Miami's multi-ethnic population in a celebration of cultural diversity through ethnic dance, music, cuisine and works of art. Held on January 9-10, 2010, in Peacock Park in Coconut Grove, the event provides area restaurants and hotels a venue to showcase the community's culinary diversity while promoting Coconut Grove as a tourist destination.

HOTEL CONFIRMATION:

Sonesta Bayfront Hotel; Hotel in the Grove

Hotel Room Nights at the time of submission: 0

room nights anticipated: 25 Actual room nights used last year: 20

OUTSIDE MEDIA:

Print: Miami Herald; TV: WSVN Channel 7; Radio: Magic 102.7

PREVIOUS TDC FUNDING:

\$5,000 (08-09); (\$4,083 (05-06) End of Cycle); \$3,083 (04-05); \$3,083 (03-04); \$3,083 (02-03); \$3,425 (01-02)

OTHER GOVERNMENT FUNDING:

Coconut Grove BID - \$23,000 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): **COCONUT GROVE CHAMBER OF COMMERCE, INC.** 785513904
 FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2820 McFarlane Rd.

City: Miami State: FL Zip: 33133 Website: www.coconutgrovechamber.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1956

(7) FEI#: 59 - 0877858 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/1/09 Time: 3:00pm

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

Title: Administrative Director Phone (day): (305) 444 - 7270 ext.

Email: info@coconutgrove.com Fax: (305) 444- 2498 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Great Taste of the Grove

(12) Starting and Ending Dates: 1/9/10-1/10/10 (13) Starting and Ending Times: 11:00am-9:00pm

(14) Address or Location of Project: 2820 McFarlane Rd. Miami, FL 33133

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 99

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

(16) Miami-Dade Commission District: # 7 Florida State Senate District: # 40

Florida State House District: # 113 U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 25,000

(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): 5000**

(18b) Total Participation: Audience/Attending: **25,000** 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

The Great Taste of the Grove Food and Music Festival is a signature event presented and produced by the Coconut Grove Chamber of Commerce on the first weekend of January. The outdoor event takes place in Coconut Grove's Peacock Park, at 2820 McFarlane Road next to beautiful Biscayne Bay. As always the event is free to the public. The "Taste" exclusively features Grove restaurants ranging from fine dining cuisine to casual favorites, each showcasing their culinary talents with a-la-carte tasting menu ranging from \$1.00 to \$8.00 per dish. In addition to offering an opportunity to sample the diverse local flavors, the Great Taste of the Grove also features live musical entertainment throughout both days and a children's activity area.

The Great Taste of the Grove will take place January 9-10, 2010 from 11am-9pm on Sat. and 11am-7pm on Sun. With the success of last year's event, we expect the number of attendees to increase to over 25,000 visitors. The event provides an opportunity for tourists to see that Miami-Dade County should be revisited not just as an entertainment or beach area, but also as a culinary destination. It gives tourists a chance to sample a diverse amount of restaurants ranging from Mexican inspired Ceviche and Southern Barbecue to high-end Peruvian cuisine, all at an affordable price.

The principal participants in the Great Taste of the Grove are the area restaurants including chain, locally owned and hotel run. Last year over 20 restaurants and exhibitors participated in the Taste, which increases each year with the success of the event.

There are several other programs that are involved in this year's event. The Coconut Grove Chamber of Commerce is currently in negotiations to include a headliner on the expanded Saturday Night musical line-up. We are also seeking to expand upon the event concept by adding a Wine Tasting Tent and a culinary arts educational tent, which presents knowledgeable chefs from the community conducting cooking demonstrations.

Another pre-event program that is being re-introduced is the Recipe Challenge. The Recipe Challenge invites all participating restaurants to come up with their best "Grove Inspired" recipes. Each year they are judged by two distinguished culinary experts. Two year's ago, the panel was represented by Simone Diamant, editor of South Florida Gourment, and Linda Gassenheimer, distinguished author and Miami Herald Columnist. The 2008 winner was Café Brasserie at the Doubletree Hotel and was able to present their recipe live on NBC-6 Miami Today Show with Simone Diamant. This exposure provides a broader reach to both residents and visitors watching the news and allows marketing material for the winning business. Another program that helps provide exposure and quality to Miami-Dade County is the Best of the Taste Awards. To encourage the quality of product offered and to promote the use of culinary displays, the "Best of" contest is run each day and is juried by a select panel of judges. The categories are Single Taste, Presentation and Best Overall Taste.

The 2010 Great Taste of the Grove is being sponsored by three media outlets that will cover most areas of marketing and advertising. These include the Miami Herald for newspaper coverage, Majic 102.7 for radio coverage and WSVN for local television coverage. What is not included is the additional PR coverage which is provided by The Agency. Additional print advertising will be featured in all major community publications including: Welcome Magazine, Miami Magazine, and Miami Today. Additional internet and electronic advertising will include South Florida Gourmet E Newsletter. Banners will be placed in central spots near Rickenbacker Causeway, South Bayshore Drive and Grand Ave. There is print coverage of the event in all major outlets reaching as far north as the Sun Sentinel. TDC funding will be used to support our increases in advertising exposure including national vehicles such as other culinary magazine, websites, and eblasts for culinary associations. The TDC funding will increase tourism by showcasing Miami-Dade as not only a beach and entertainment destination but also a culinary hot-spot.

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>	12,500				12,500	0
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>1</u>	6000				6000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>5</u>	10,000				10,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	10,200				10,200	
MARKETING/PUBLICITY		15,000		6,000		9,000	
PRINTING		7300		2,000		5300	
POSTAGE		200				200	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		15,500				15,500	
EQUIPMENT PURCHASE							
SPACE RENTAL		8000				8000	
INSURANCE		1800				1800	
UTILITIES							
SUPPLIES/MATERIALS		17,200				17,200	
OTHER COSTS (ITEMIZE BELOW):							
	ALCOHOL SALES TAX	4700				4700	
	COCONUT GROVE BID	4100				4100	
	SUPPLEMENTAL FEE						

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

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 112,500 = 8000 + 104,500

(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 0

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

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$ 112,500 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			0
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	50,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL Coconut Grove BID	23,000		
APPLICANT CASH ON HAND	31,500		
OTHER REVENUES (Itemize below)			
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	8,000		

(49) TOTAL CASH REVENUES
(MUST EQUAL #45 ON PAGE 7) 112,500

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

(51) TOTAL PROJECT REVENUES
(MUST EQUAL #47 ON PAGE 7) \$ 112,500 * Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: A-4

ORGANIZATION: Deering Estate Foundation, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 6th Annual Deering Seafood Festival on the Bay

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: March 28, 2010

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

DESCRIPTION:

Funds are requested to support costs associated with the production of the Sixth Annual Deering Seafood Festival on the Bay taking place on March 28, 2010, at Deering Estate at Cutler. The festival provides a Caribbean themed all-day event, live entertainment, celebrity chef demonstrations, fresh South Florida seafood from local restaurants and caterers, an Artist Village and interactive arts and crafts for kids.

HOTEL CONFIRMATION:

Ritz-Carlton Coconut Grove

Hotel Room Nights at the time of submission: 0

room nights anticipated: 6 Actual room nights used last year: 0

OUTSIDE MEDIA:

Radio: South Florida Gourmet Food & Wine Talk Radio; Clear Channel/ Captain Bill Kelly Radio Show

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$5,000 (07-08); \$5,000 (05-06)

OTHER GOVERNMENT FUNDING:

CG - \$10,000 (pending)
Golden Rule Seafood - \$5,000
Palmetto Ford Truck - \$5,000

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):

18-494-8185

The Deering Estate Foundation, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 16701 SW 72 Avenue

City: Palmetto Bay State: FL Zip: 33157 Website: www.deeringestate.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1989

(7) FEI#: 65 - 0121026

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/05/09 Time: 2:00 pm

(10) Name: Mary Pettit

Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

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

Email: Pettitmary@bellsouth.net

Fax: (305) 233 - 5074

Phone (other): (786) 942 - 4671 ext.

PROJECT INFORMATION

(11) Project Title: 6th Annual Deering Seafood Festival on the Bay

(12) Starting and Ending Dates: March 28, 2009

(13) Starting and Ending Times: 11am-6pm

(14) Address or Location of Project: Deering Estate at Cutler -16701 SW 72 Avenue, Palmetto Bay, FL 33157

(15) Municipality in which project will take place (use codes): Primary: # 32 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: # 8 Florida State Senate District: # 39

Florida State House District: # 117

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 7,000

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

of Infants/Preschool (Ages 0-5): 200

of Youth (Ages 13-18): 450

of Children (Ages 6-12): 350

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

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

Audience/Attending: 6500

Performing/Instructing: 500

(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 Deering Seafood Festival (DSF) is a day-long celebration of South Florida's heritage, cultural diversity, native habitats and scrumptious seafood offering live all-day island themed entertainment, celebrity chef demonstrations, an Artist Village featuring up to 18 exhibiting artists and artisan crafters, fresh Florida seafood prepared in a variety of ways by local restaurants and caterers and a Lil' Shrimp Kids Zone filled with interactive arts, crafts and recreational activities for children. Now in its 6th year, DSF draws over 6,000 attendees to the Deering Estate at Cutler in South Miami-Dade, a crown jewel of MDC's park system nestled along the edge of Biscayne Bay listed on the National Register of Historic Places. Guided tours of the historical buildings, natural areas and Biscayne Bay are offered providing guests a fun and unique opportunity to learn about and enjoy South Florida.

How: DSF is presently the only Seafood Festival in Miami-Dade County, unique among established Seafood Festivals by virtue of its venue and overall quality. The event itself is designed to appeal to a broad and diverse audience in search of outdoor family-friendly fun, entertainment and delicious food that includes the best of Florida; bay breezes, sunshine, fresh seafood, art, culture and a venue that transports people back to a quieter and gentler time in Florida's history. The tourism impact continues to rise year over year as the event becomes more established and attracts national attention as a signature South Florida "Food" and "Family" event. The celebrity chef cooking demos are receiving broad coverage within the Food and Wine Networks across the country due to the caliber of chefs we are engaging and the wide variety and quality of seafood offered. Surveys results reveal steadily increasing numbers of state, national and international tourists; 2007-6%, 2008-12%, 2009-20%. Online ticket presales reflect advance ticket sales in 7 additional states in 2009 not captured in the survey.

When & Where: Sunday, March 28, 2009 from 11am-6pm at The Deering Estate at Cutler.

What: A copy of the 2009 Media Summary and 2010 Media Plan are attached. DSF is marketed to "Foodies" and "Family Travelers" through multiple online calendar listings, websites and blogs and is also promoted as a premier cultural and food event in Miami on travel sites, in local publications and on-air. The target audience is multi-generational, non-ethnic specific, ADA and family friendly. Media partners confirmed for 2010 include South Florida Gourmet, Clear Channel, SocialMiami.com, Community Newspapers and Visit Florida. We added sign language interpreters as a standard component for the production of the Chef Demos this past year to aid the hearing impaired, which was very well received. We are also proud to partner with the Ritz-Carlton Coconut Grove as our host hotel for the event.

Who: A copy of the 2009 Event Program is included in our support documents for your reference. The Foundation will use and build upon the same successful business model for the 2010 DSF partnering with support organizations that include DN Productions, Robert Morgan Educational Center's School of Culinary Arts and School of Hospitality, South Florida Gourmet, Whole Foods, the Village of Palmetto Bay, Boy Scouts of America, Green Mobility Network, Officer Snook, Biscayne National Park, Fruit & Spice Park, the Cultural Council, Villagers, Police Explorers, local restaurants and caterers and over 400 adult and student volunteers.

How: TDC Funding enables us to continue investing in strategic marketing and component quality to further establish DSF as a signature S. Florida event and to draw first time visitors to the Estate. This year we would like to invest in pole banners to help drive more tourists to DSF during their stay.

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>12,000</u>				<u>12,000</u>	
ARTISTIC:	NUMBER OF ARTISTS: _____	_____					
TECHNICAL:	NUMBER OF EMPLOYEES: _____	_____					
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>24</u>	<u>24,000</u>				<u>24,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: _____	_____					
MARKETING/PUBLICITY		<u>15,000</u>		<u>10,000</u>		<u>5,000</u>	<u>5,000</u>
PRINTING		<u>2,000</u>				<u>2,000</u>	<u>2,000</u>
POSTAGE		<u>1,200</u>				<u>1,200</u>	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		<u>24,000</u>				<u>24,000</u>	<u>5,000</u>
EQUIPMENT PURCHASE							
SPACE RENTAL							<u>10,000</u>
INSURANCE		<u>2,800</u>				<u>2,800</u>	
UTILITIES							
SUPPLIES/MATERIALS		<u>19,500</u>				<u>19,500</u>	<u>6,000</u>
OTHER COSTS (ITEMIZE BELOW):							
	EVENT SIGNAGE	<u>4,500</u>				<u>4,500</u>	
	POLE BANNERS	<u>5,000</u>		<u>5,000</u>			
	POLICE	<u>4,000</u>				<u>4,000</u>	
	FIRE	<u>2,000</u>				<u>2,000</u>	
	CONTINGENCY	<u>5,000</u>				<u>5,000</u>	

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

15,000

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

121,000 = 15,000 + 106,000

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

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

28,000

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

\$ 149,000 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	35,000		
CONTRACTED SERVICES			
TUITIONS			
			CLEAR CHANNEL, WHOLE FOODS, FEDEX OFFICE, GFS FOOD SERVICE, CROWN WINE & SPIRITS, COMMUNITY NEWSPAPERS, PARADISE EMBROIDERY & SILK SCREEN, WEATHERMAKERS,
CORPORATE SUPPORT	35,000	15,000	
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL MDC Community Grants	7,000	13,000	DEERING ESTATE AT CUTLER, VILLAGE OF PALMETTO BAY
APPLICANT CASH ON HAND	12,000		
OTHER REVENUES (<i>Itemize below</i>)			
Beverage Sales	10,000		
Vendor/Exhibitor Registrations	6,000		
Kids Zone Concessions	1,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

121,000

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

28,000

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

\$ 149,000

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

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

Agenda Item No.: A-5

ORGANIZATION: Fairchild Tropical Botanic Garden, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Kusama at Fairchild

RECOMMENDATION: \$14,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: Dec. 5, 2009 - May 30, 2010

EVENT LOCATION: 10901 Old Culter Road

DESCRIPTION:

Funds are requested to support marketing costs associated with the production of "Kusama at Fairchild 2009-2010", scheduled to take place from December 5, 2009 - May 20, 2010. This is a spectacular exhibition of more than 20 sculptures featuring world-renowned artists Yayoi Kusama, Cameron Gainer, Dale Chihuly, Mark di Suvero, and Leyden Rodriguez-Casanova.

HOTEL CONFIRMATION:

None

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$16,000 (08-09); \$18,000 (07-08); \$20,000 (06-07); (End of cycle - programmatic) \$8,000 (05-06); \$9,000 (04-05); \$10,000 (03-04)

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):

045468048

Fairchild Tropical Botanic Garden, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 10901 Old Cutler Road

City: Coral Gables State: FL Zip: 33156 Website: www.fairchildgarden.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1936

(7) FEI#: 59 - 0668480 (8) State of Incorporation: FL

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

(10) Name: Carl E. Lewis Mr. Mrs. Ms. Miss Dr.

Title: Director Phone (day): (305) 667 - 1651 ext. 3333

Email: clewis@fairchildgarden.org Fax: (305) 667- 6930 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Kusama at Fairchild

(12) Starting and Ending Dates: 12/5/2009-5/30/2010 (13) Starting and Ending Times: 9:30am-4:30pm,+Th 7-9pm

(14) Address or Location of Project: Fairchild Tropical Botanic Garden

(15) Municipality in which project will take place (use codes): Primary: # 3 Secondary: # 99

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

(16) Miami-Dade Commission District: # 7 Florida State Senate District: # 38

Florida State House District: # 107 U.S. Congress District: # 17

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

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

(18) Expected Participation (# of individuals): 200,000

(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): 60,000

(18b) Total Participation: Audience/Attending: 200,000 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

WHAT Fairchild Tropical Botanic Garden is dedicated to exploring, explaining and conserving the world of tropical plants. Fairchild is a leader in the Miami-Dade community in tropical plant horticulture and display, environmental education and outreach and conservation research at local, national and international levels. Fairchild is committed to taking its mission to all communities in Miami-Dade and establishing opportunities for audiences to understand the connection between nature and art. "Art at Fairchild" series makes a significant contribution to Miami's cultural offerings and provides visitors and tourists a unique opportunity to see large scale sculptures exhibited in one of the world's great tropical gardens. With this art exhibition, Fairchild increases accessibility and attendance, raises awareness and appreciation for culture, while advancing the mission of Fairchild: an institution focused on education, conservation and research. Visitors will enjoy Fairchild's permanent exhibits such as the Palmetum featuring palm and cycad collections recognized by the North American Plant Collections Consortium, the Conservatory, Tropical Fruit Pavilion, Rainforest, Butterfly Garden, Spiny Forest of Madagascar and Jewels of the Caribbean exhibits.

HOW The Kusama installation will attract local visitors and tourists from all over the world as proven by previous art exhibits at Fairchild, such as "Chihuly at Fairchild" which drew more than 350,000 visitors during the six-month exhibition. Visitors travel independently and do not require room blocks.

WHEN The Kusama artwork will be on exhibition at Fairchild from December 5, 2009 – May 31, 2010. The exhibit will be open to the public daily from 9:30 – 4:30 and on Thursdays for Tropical Nights from 7:00 – 9:00 p.m. There are more than 50 events planned that include unique opportunities to visit Fairchild at night, lectures, workshops and art classes designed to broaden visitor understanding of the arts and our horticultural displays.

WHERE At Fairchild Tropical Botanic Garden in Coral Gables, FL.

WHAT Marketing efforts include The Miami Herald, El Nuevo Herald, Diario las Americas, WLRN, WDNA, WMXJ, WSVN, CBS4, WTVJ, WPLG, WSCV, WBFS and additional international, national and regional publications, as well as promotional opportunities on the Greater Miami Convention and Visitors Bureau printed calendar and website, the Miami-Beach Visitors Bureau calendar, Miami-Dade Parks Calendar of Events, Coral Gables Cultural Calendar. We have verbal commitments from radio and television stations. We have established relationships with the Biltmore Hotel, Hampton Inn and Richmond Inn for favorable rates for visiting installation and design teams. This year, Fairchild will bring to Miami-Dade County "Kusama at Fairchild," an outdoor sculpture installation by Yayoi Kusama, considered to be Japan's foremost modernist and its greatest living treasure. For more than 60-years Kusama's work has made headlines. In fact, there was a time when she was as well known as Andy Warhol among admirers of Pop Art. Acknowledged as a progenitor of Minimalism, Although she will not be visiting, Kusama will present her sculptures throughout the 83-acre gardens to more than 200,000 visitors and tourists of all ages, ethnicities and socioeconomic backgrounds. In addition to Kusama, we will be exhibiting sculptures of notable artists Cameron Gainer, Leyden Rodriguez-Casanova, Kris Martin, Dale Chihuly and Mark di Suvero.

HOW TDC funding will increase Fairchild's marketing reach to attract a greater audience to Fairchild, which increases tourist related spending in a variety of Miami-Dade County businesses.

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>15</u>	80,000				80,000	
ARTISTIC:	NUMBER OF ARTISTS: <u>25</u>	70,000				70,000	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>25</u>	90,000				90,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>5</u>	50,000				50,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>2</u>	30,000				30,000	
MARKETING/PUBLICITY		250,000		20,000		230,000	
PRINTING		50,000		5,000		45,000	
POSTAGE		10,000				10,000	
IN-COUNTY TRAVEL		1,000				1,000	
OUT OF COUNTY TRAVEL		0				0	
EQUIPMENT RENTAL		70,000				70,000	
EQUIPMENT PURCHASE		0				0	
SPACE RENTAL		0				0	
INSURANCE		95,000				95,000	
UTILITIES		40,000				40,000	
SUPPLIES/MATERIALS		30,000				30,000	
OTHER COSTS (ITEMIZE BELOW):							
SEE ATTACHMENT -PAGE 3							
	CATERING & MUSIC SERVICES	30,000				30,000	
	BUILDING GROUNDS/SUPPLIES	45,000				45,000	
	ART FREIGHT & SET UP	55,000				55,000	
	ARTISTS' ACCOMMODATIONS	15,000				15,000	
	MISCELLANEOUS	4,000				4,000	

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

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 1,015,000 = 25,000 + 990,000

(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 0 **Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.**

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$1,015,000 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 - Second Quarter

Agenda Item No.: A-6

ORGANIZATION: Florida Grand Opera

GRANT REQUEST: \$25,000

TITLE OF EVENT: 2010 The Barber of Seville Family Festival

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: January 15 - March 31, 2010

EVENT LOCATION:

DESCRIPTION:

Funds are requested to support Florida Grand Opera's 2010 The Barber of Seville Family Festival: BARBER BASH! The comprehensive The Barber of Seville Festival will include six performances of Rossini's The Barber of Seville and a variety of free-to-the-public outreach events designed to attract and engage South Florida's diverse communities, as well as tourists and out-of-area patrons.

HOTEL CONFIRMATION:

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$5,000 (07-08); \$5,000 (05-06)

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): 08-5561017

Florida Grand Opera, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 8390 N.W. 25th Street

City: Miami State: FL Zip: 33122 Website: www.fgo.org

(4) Applicant Institution Type: Cultural Non-Cultural

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

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

(9) Required Pre-application Consultation: Date: 10/5/2010 Time: 9:30 a.m.

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

Title: Grants Manager Phone (day): (305) 854 - 1643 ext. 1702

Email: sfaison@fgo.org Fax: (305) 856 -1042 Phone (other): () ext.

PROJECT INFORMATION

(11) Project Title: 2010 *The Barber of Seville* Family Festival: **BARBER BASH!**

(12) Starting and Ending Dates: 1/15/2010 – 3/31/2010 (13) Starting and Ending Times: various

(14) Address or Location of Project: various locations

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 03

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

(16) Miami-Dade Commission District: # 3 Florida State Senate District: # 35

Florida State House District: # 109 U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 18,515

(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): 3,750

of Children (Ages 6-12): 350 Total # - All Ages (Ages 0-18): 4,150

(18b) Total Participation: Audience/Attending: 18,350 Performing/Instructing 165
(All Adults PLUS All Children)

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

PROJECT DETAILS

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

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? 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.

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USE THIS SPACE ONLY

WHAT IS THE PROJECT? WHERE WILL THE EVENTS TAKE PLACE? HOW MANY EVENTS ARE PLANNED? WHO ARE THE PRINCIPAL ARTISTS AND PARTNER ORGANIZATIONS INVOLVED? The 2010 *The Barber of Seville* Family Festival includes six performances of Rossini's *The Barber of Seville* (February 20, 23, 24, 26, 27 & 28, 2010) at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County. In addition to the mainstage performances, Florida Grand Opera (FGO) will host an extensive festival of outreach events, including:

- 1) **"Bring on the Barber!"** ~ January - March 2010 ~ Four members of Florida Grand Opera (FGO) *Young Artist Studio*, accompanied by a pianist, will perform excerpts of the well-known music from *The Barber of Seville* at ten public high schools across Miami-Dade and Broward counties.
- 2) ***The Barber of Seville* Film Retrospective** ~ mid-February 2010 ~ FGO will present film montages of the different pop culture cinematic adaptations of Rossini's opera. The events will be held at Beth David Congregation in Miami and at Fort Lauderdale International Film Festival's Cinema Paradiso.
- 3) ***The Barber of Seville* Lecture and Discussion** ~ February 7, 2010 ~ FGO's Director of Public Relations and Community Affairs, Justin Moss, along with *The Barber of Seville* Conductor, Gary Thor Wedow, will discuss the opera's score, the composer's musical and social influences, and offer audiences interesting 'behind-the-scenes' information about *The Barber of Seville*'s mainstage adaptations over the years and across the world. The discussion will conclude with musical excerpts from the opera sung by members of FGO's Young Artist Studio and *The Barber of Seville* guest artists.
- 4) **Downloadable *The Barber of Seville* Education Guide** ~ FGO will produce a *The Barber of Seville* Education Guide to include both Opera 101 (general) information and information specific to Rossini's opera. The Education Guides will be posted on FGO's website and made available for public download.
- 5) **"Family Day at the Opera"** ~ February 27, 2010 ~ This family-friendly event at the Arsht Center will include: musical selections from Rossini's *The Barber of Seville*, prop and costume demonstrations, a "behind-the-scenes" peek at the production, an "instrument petting zoo" and *The Barber of Seville*-themed take-home craft projects. The event will be divided into two age-specific sessions.
- 5) ***The Barber of Seville* Student Opera Tickets** ~ As an added benefit and to maximize the in-school experience, FGO will offer free tickets to students and their families to a performance of *The Barber of Seville*.

HOW WILL THE PROJECT ATTRACT TOURISTS TO MIAMI-DADE COUNTY? The Festival's primary conduit to attract tourists will be the mainstage performances of *The Barber of Seville*. FGO is a world-class opera and audience members travel great distances to attend the company's Miami performances at the new, state-of-the-art Arsht Center. FGO productions boast attendees from nine different countries and thirty-one other states. In addition to audience members, FGO productions draw a significant number of artists to Miami-Dade County. The opera company's 2010 production of *The Barber of Seville* includes more than fifteen visiting artists who, on average, stay in Miami-Dade County for 45 days to rehearse and perform the opera. In total, more than 18,500 individuals will be exposed to opera through this initiative.

WHAT ARE YOUR MARKETING EFFORTS? DO YOU HAVE MEDIA OR HOTEL SPONSORS? Festival marketing plans include print advertisements, direct mailers, broadcast advertisements, e-mail and internet marketing and outdoor advertisements. Participating hotels and corporate housing facilities (Yacht Club at Portofino, Coral Gables Rentals and Opera Tower) will offer discounted rates to FGO and its visiting audiences respectively.

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:	12		15,750		15,750	
TECHNICAL:	NUMBER OF EMPLOYEES:	40		185,761		185,761	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	60		265,845		265,845	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	2		5,700		5,700	
MARKETING/PUBLICITY				36,375	25,000	11,375	
PRINTING				150		150	
POSTAGE				150		150	
IN-COUNTY TRAVEL				7,023		7,023	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL				147,900		147,900	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS				132,796		132,796	
OTHER COSTS (ITEMIZE BELOW):							
PER DIEMS				5,750		5,750	
FREIGHT AND HAULING				5,000		5,000	
INSTRUMENT RENTAL AND EXPENSE				2,625		2,625	
SEE ATTACHED ITEMIZATION							

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)				25,000		
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)		810,825	=	25,000	+	785,825
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)						0
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)		\$ 810,825			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	601,340		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	15,000		
FOUNDATION SUPPORT (INCLUDES DUNSPAUGH-DALTON FDN. AND PEACOCK FOUNDATION, INC.)	25,000		
PRIVATE/INDIVIDUAL SUPPORT	21,408		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE Cultural Builds Florida	25,000		
Miami-Dade MCI Program			
LOCAL	98,077		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

810,825

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

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

\$ 810,825

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

Agenda Item No.: A-7

ORGANIZATION: Florida International University Board of Trustees, for the benefit of the Department of Intercollegiate Athletics **GRANT REQUEST:** \$14,000

TITLE OF EVENT: "Fun & Fit as a Family" (Part of 2010 South Beach Wine & Food Festival) **RECOMMENDATION:** \$14,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: February 27-28, 2010

EVENT LOCATION: Jungle Island

DESCRIPTION:

Funds are requested to support the 3rd Annual "Fun & Fit as a Family" festival as part of FIU's South Beach Wine & Food Festival, which is scheduled to take place on February 27-28, 2010. Teaming visiting international culinary arts celebrities such as Rachel Ray and Guy Fieri with health professionals, nutritionists, and fitness experts, the event will bring advocacy and national attention to the epidemic of childhood obesity. The event is expected to attract media attention at both local and national levels.

HOTEL CONFIRMATION:

Loews Miami Beach, The Angler's, Fontainebleau Miami Beach, Gansevoort, Doubletree Surfcomber

Hotel Room Nights at the time of submission: 400

room nights anticipated: 1900 Actual room nights used last year: 1812

OUTSIDE MEDIA:

T.V.: The Food Network, FOX Channel 7

Print: The New York Times, Miami New Times, Modern Luxury Miami

PREVIOUS TDC FUNDING:

\$15,750 (08-09); \$17,500 (07-08)

OTHER GOVERNMENT FUNDING:

Agatston Research Foundation - \$100,000 (Pending)

Blue Cross Blue Shield of Florida - \$60,000 (Pending)

Kellogg's Corp - \$60,00 (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): Florida International University BOT – Dept of Intrcllgt Athletics **071298814**
 FOR MORE INFO CONTACT: WWW.DNB.COM
 Organization's Legal Address: c/o Robert Gutierrez 11200 SW 8th St. 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: 1965
- (7) FEI#: 65 - 0177616 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: _____ Time: _____
- (10) Name: Robert Gutierrez Mr. Mrs. Ms. Miss Dr.
 Title: Director, Pre-Award Phone (day): (305) 348 - 2494 ext. _____
 Email: gutierrr@fiu.edu Fax: (305) 348 - 4117 Phone (other): () - _____ ext. _____

PROJECT INFORMATION

- (11) Project Title: Fun & Fit as a Family (part of the 2010 South Beach Wine & Food Festival)
- (12) Starting and Ending Dates: Feb. 27 – 28, 2010 (13) Starting and Ending Times: 10am – 5pm
- (14) Address or Location of Project: Jungle Island
- (15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 02
- | | | | |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami | 10 Homestead | 19 Golden Beach | 28 Aventura |
| 02 Miami Beach | 11 Miami Shores | 20 Pinecrest | 29 Islandia |
| 03 Coral Gables | 12 Bal Harbour | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah | 13 Bay Harbor Island | 22 Medley | 31 Miami Lakes |
| 05 Miami Springs | 14 Surfside | 23 North Bay Village | 32 Palmetto Bay |
| 06 North Miami | 15 West Miami | 24 Key Biscayne | 33 Miami Gardens |
| 07 North Miami Beach | 16 Florida City | 25 Sweetwater | 34 Doral |
| 08 Opa-Locka | 17 Biscayne Park | 26 Virginia Gardens | 35 Cutler Bay |
| 09 South Miami | 18 El Portal | 27 Hialeah Gardens | 99 Unincorporated |

(16) Miami-Dade Commission District: # 11 Florida State Senate District: # 37
 Florida State House District: # 114 U.S. Congress District: # 15
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience: White, Not Hispanic Hispanic Caribbean General (no specific emphasis)
 (check only one) Black, Not Hispanic Asian Other (specify): _____
- (18) Expected Participation (# of individuals): 12,000
- (18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):
 # of Infants/Preschool (Ages 0-5): 3,120 # of Youth (Ages 13-18): 1,840
 # of Children (Ages 6-12): 3,040 Total # - All Ages (Ages 0-18): 8,000
- (18b) Total Participation: 12,000 Audience/Attending: 12,000 Performing/Instructing: 50
 (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/principal artists involved:

FIU's Food Network South Beach Wine & Food Festival will continue its 2-day "mini-Festival" known as Fun & Fit as a Family, running parallel to its main Festival that will address the growing nation-wide epidemic of childhood obesity that is plaguing schoolchildren all over the country. Fun & Fit as a Family will bring together some of the planet's greatest celebrity chefs and personalities to partner up with health professionals, nutritionists and fitness experts to bring advocacy and attention to this important cause. Fun & Fit as a Family presents an opportunity for transformational change by parlaying the celebrity "rock-star" status of participating personalities like Rachael Ray and Guy Fieri to inspire Miami-Dade's kids to WANT to change – to WANT to improve their weight, dietary behavior and physical activity because their heroes make it "cool". In addition, the project will continue to maintain its permanent exhibit/attraction on Jungle Island, the Children's Sustainable Food Garden, an educational and interactive organic garden created in 2008 that will promote the benefits and ease of healthy eating. We expect about 12,000 spectators.

How project will attract tourists to Miami-Dade County:

The Festival is one of the largest and most-publicized events of its kind in the United States, recording over 1.7 billion media impressions for its 2009 Festival. As an official event of the 2009 Festival, with a dedicated multi-faceted marketing plan just to the Fun & Fit as a Family project anticipated to make over 150 million media impressions for this project alone, will benefit from the national attention on Food Network and other TV stations and media draw. The permanent Children's Sustainable Food Garden exhibit remaining permanently at Jungle Island continues to be an attraction and tourist draw year-round.

When/where project will take place, and events planned:

This community outreach event will take place on February 27-28, 2010 on Jungle Island. Events planned include Cooking Demonstrations, Seminars & Clinics aimed at parents as well as children, Fitness & Exercise activities like Dancing, Run 4 Fun, Stretching, Good Food Gardens, Exhibitors & Food Tastings.

Our marketing efforts: We have signed on the national TV network Food Network as our major media partner on this event. We will be utilizing the popularity of the topic with the media (made popular by President & Mrs. Obama's initiatives) to characterize the work we are doing as newsworthy and of vital importance.

Media/hotel partners:

As of the application date, we have the following media and hotel partners: Food Network, The New York Times, Miami Herald, Florida Table, Daily Candy, Loews Miami Beach Hotel, W Hotel, Gansevoort South Hotel, Doubletree Surfcomber, Fontainebleau Miami Beach, Riviera South Beach, The Catalina, Ritz-Carlton South Beach, and we have booked over 1,000 room nights. As an official event of the 2010 Festival, Fun & Fit as a Family would be a well-spent investment not just for the proven track record of attracting tourists, but for the socially-responsible message of the project as well.

How TDC funding will assist:

TDC funding will enable us to fund the infrastructure of this event and make it an event of national standards to which our tourists will spread good word-of-mouth and return to year after year.

Implementation strategies/timeline:

Programming, fundraising, infrastructure and marketing planning began in April 2009 and are ongoing. A dedicated website, www.funandfitasafamily.com, is now live. One FTE position shared by two consultants hold weekly meetings and are busy working with sponsors, vendors, community partners and venue personnel to establish and continuously review and adjust project infrastructure.

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>41,250</u>		<u>41,250</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>20,000</u>		<u>10,000</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>3</u>		<u>10,700</u>		<u>4,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>7</u>		<u>11,150</u>		<u>6,700</u>	
MARKETING/PUBLICITY				<u>9,447</u>		<u>11,150</u>	
PRINTING						<u>9,447</u>	<u>50,000</u>
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							<u>10,000</u>
EQUIPMENT RENTAL				<u>60,382</u>		<u>60,382</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>20,000</u>		<u>20,000</u>	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS				<u>1,150</u>		<u>1,150</u>	
OTHER COSTS (ITEMIZE BELOW):							
ADMIN OVERHEAD				<u>14,600</u>		<u>14,600</u>	
ALLOC FEST OH				<u>37,853</u>		<u>37,853</u>	
EVENT EXPENSES				<u>65,468</u>		<u>65,468</u>	

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

14,000

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

292,000 = **14,000** + **278,000**

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

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

60,000

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

\$ 352,000 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	18,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	160,000	60,000	FOOD NETWORK, DELTA AIRLINES
FOUNDATION SUPPORT	100,000		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	14,000		

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

292,000

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

60,000

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

\$ 352,000

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

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

Agenda Item No.: A-8

ORGANIZATION: Galata, Inc. F/A for Ayiti History and Resources, Inc

GRANT REQUEST: \$15,000

TITLE OF EVENT: Haitian History Month Exhibition

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: January 1 - 31, 2010

EVENT LOCATION: SPCC 111 Bldg. Inner East Lobby

DESCRIPTION:

Funds are requested to support the marketing costs associated with the production of the Haitian History Month Exhibition, scheduled for January 1 - 31, 2010 in the lobby of the Stephen P. Clark Center in downtown Miami. This exhibition of educational programming highlights the many contributions made by Haitians throughout the world and promotes multi-ethnic understanding among the many different cultures in Miami-Dade County.

HOTEL CONFIRMATION:

None

Hotel Room Nights at the time of submission: 0 _____

room nights anticipated: 0 _____ Actual room nights used last year: 0 _____

OUTSIDE MEDIA:

TV: Bonjour Haiti TV; Island TV; Television National of Haiti
Print: Miami Herald; Miami Times; Sun Sentinel; Haitian Business Journal; Haiti en March

PREVIOUS TDC FUNDING:

\$5,000 (08-09)

OTHER GOVERNMENT FUNDING:

Mayor's Discretionary Fund - \$2,000

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

Agenda Item No.: A-9

ORGANIZATION: Historical Association of Southern Florida, Inc.

GRANT REQUEST: \$8,500

TITLE OF EVENT: 17th Annual Miami International Map Fair

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: January 29-31, 2010

EVENT LOCATION: 101 West Flagler Street

DESCRIPTION:

Funds are requested to support the marketing of the 17th Annual Miami International Map Fair. This event brings over 1,600 antique map dealers, collectors and enthusiasts from around the world to downtown Miami to buy, sell and discuss historical and contemporary cartography at a two-day expo, special functions and public lectures. Funds from the Tourist Development Council support the appreciation of antique maps, promote the understanding of American and world history, and help us showcase this Miami-Dade County annual event as #1 in the world.

HOTEL CONFIRMATION:

Radisson Miami Hotel (234 rooms)

Hotel Room Nights at the time of submission: 0

room nights anticipated: 234 Actual room nights used last year: _____

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$5,250 (08-09); \$6,000 (07-08); \$6,750 (06-07); \$7,500 (05-06)

OTHER GOVERNMENT FUNDING:

Downtown Dev Authority - \$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@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):

073876971

Historical Association of Southern Florida, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 101 W. Flagler Street

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

(4) Applicant Institution Type: Cultural Non-Cultural

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

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

(9) Required Pre-application Consultation: Date: 10/06/09 Time: 3.30pm

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

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

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

PROJECT INFORMATION

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

(12) Starting and Ending Dates: Jan 29-31, 2010 (13) Starting and Ending Times: 10am - 5pm

(14) Address or Location of Project: Historical Museum of Southern Florida, 101 W. Flagler St.

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

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

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

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

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

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

(18) Expected Participation (# of individuals): 1600

(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): 25 Total # - All Ages (Ages 0-18): 50

(18b) Total Participation: Audience/Attending: 1600 Performing/Instructing 110
 (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

Described as "The Super Bowl of mapdom", the 17th Annual Miami International Map Fair is a 3-day event to be held January 29-31, 2010. The event is held at the Historical Museum of Southern Florida in downtown Miami, with lectures offered in the Miami-Dade Public Library's auditorium. Approximately 1,600 map dealers, collectors and members of the public come to the Map Fair to buy, sell, browse and discuss historical maps. In 2009 attendees came from 13 countries and 24 U.S. states. Advertisements for Map Fair are placed in local, national and international general and specialist publications, and 30-second spots air on WLRN. The museum runs an email marketing campaign reaching a database of 5,000 individuals, and promotes the Map Fair on Facebook, MySpace, Twitter and YouTube. The Map Fair is highlighted on the HMSF website and is advertised in general HMSF publications with a distribution of 15,000. The Map Fair is widely featured on national and international cartography and tourism websites. TDC funds allow us to advertise the Map Fair to a specialized international audience, who are key to making the event a success.

The first Miami Map Fair was held in 1993, with three dealers, one speaker and 40 guests at a single evening event. Since then, the Map Fair has grown into a global event unique to South Florida, and is now recognized as the #1 event of its kind in the world. This accolade stems from its top ranking in number of attendees, number of dealers, number of maps sold, and highest price received for the rarest maps. Up to 55 dealers will display maps at the 2010 Map Fair, and there is a waiting list for new dealers wishing to attend. Dealers come to the Map Fair from Canada, the United Kingdom, Argentina, Australia, France, Belgium, the Netherlands, Germany and Spain, and from across the United States. The Miami International Map Fair heads a list of other important international map fairs, including London, Paris and Breda (Holland). It is now the only Map Fair held in the Americas.

Three educational lectures will be presented over the weekend: "27 Years of Collecting Florida Maps" by Tampa map collector J. Thomas Touchton; "Map Collecting Royal-Style: King George III and his Geographical Collections" by Peter Barber, Head of Map Collections at the British Library in London; and "Miami Coming Full Circle: 2400 Years of History" by local historian Dr. Paul George. Lecturers are **not** paid honoraria. Map Fair attendees may also bring in maps of their own for an expert opinion. We expect approximately **1,600 attendees** at the event. Attendees must buy **tickets** to enter the Map Fair (**general admission \$10**); to attend the lectures, attendees must register prior to the event (**\$75 for Map Fair admission and lectures**).

The Map Fair generates wide tourism consumption, particularly from international visitors reached by advertising paid for by TDC funds. We estimate over 1,100 hotel room nights are used by Map Fair attendees. The museum blocks a small percentage of those rooms, as most attendees prefer to make their own arrangements. For 2010, we have blocked 410 room nights at the Courtyard Marriott in downtown Miami, the Mayfair Hotel & Spa and the Hampton Inn in Coconut Grove. A cocktail reception and dinner is held at the Mayfair Hotel & Spa on the opening night of the Map Fair. Attendees buy a significant number of airline tickets to come to the Map Fair, and spend money in South Florida on transportation, accommodation, dining, shopping and visits to other cultural venues.

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

PROJECT EXPENSE BUDGET 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>	45,000				45,000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>2</u>	4,557				4,557	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						500
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>4</u>	6,561				6,561	
MARKETING/PUBLICITY		13,600		5,000		8,600	18,000
PRINTING		7,950		3,000		4,950	
POSTAGE		1,781				1,781	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL		1,119				1,119	
EQUIPMENT RENTAL		200				200	
EQUIPMENT PURCHASE		224				224	
SPACE RENTAL							1,000
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS		927				927	530
OTHER COSTS (ITEMIZE BELOW):							
MAP FAIR BAGS		941				941	
EVENTS/FOOD & BEVERAGE		24,000				24,000	4,172
MDC PARKING		850				850	
SPEAKER HOTELS		1,935				1,935	

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

8,000

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

109,645

 = 8,000 + 101,645

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

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

24,202

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

\$ 133,847

 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	48,482		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	12,100	22,030	BRANDSMART USA, SOUTHERN WINE & SPIRITS, THE FAMILY VENDING COMPANY
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	16,255	2,172	WALTER FERGUSON, DANIEL CROUCH
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Ad sales in program	9,710		
Sale of Map Tubes	1,983		
Print Rack Rental	775		
Cocktails and Dinner Tickets	9,840		
Downtown Devpt. Authority (pending)	2,500		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	8,000		

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

109,645

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

24,202

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

\$ 133,847

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

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

Agenda Item No.: A-10

ORGANIZATION: Miami Design Preservation League, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Art Deco Weekend 2010

RECOMMENDATION: \$12,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: January 15 - 17, 2010

EVENT LOCATION: Ocean Drive 5th thru 14th Street, Miami Beach, Fl

DESCRIPTION:

Funds are requested to support the 33rd Annual Art Deco District Weekend festival to be held in Miami Beach, along Ocean Drive, on January 15 - 17, 2010. This festival celebrates the National Art Deco Historic District in Miami Beach and has over 80 programmed events including art exhibits, musical performances, lectures, films, street theater, parades, antique auto displays, artists, merchandise vendors, and a variety of culinary offerings. The festival's theme is "On the Road: Art Deco Celebrates the Motor Car."

HOTEL CONFIRMATION:

None - Recommends hotels to participating guests and visitors.

Hotel Room Nights at the time of submission: 78

room nights anticipated: 145 Actual room nights used last year: 108

OUTSIDE MEDIA:

Radio: WMXJ 102.7

TV: CBS4; MY33

PREVIOUS TDC FUNDING:

\$14,000 (08-09); \$20,000 (07-08); \$20,000 (06-07); \$20,000 (05-06); {\$12,000 (04-05) - End of cycle};
\$14,000 (03-04); \$20,000 (02-03); \$18,000 (01-02); \$20,000 (00-01)

OTHER GOVERNMENT FUNDING:

FEST - \$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@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*)
 Miami Design Preservation League

926976218

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: PO Box 190180

City: Miami Beach State: Zip: 33119 Website: www.mdpl.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1977

(7) FEI#: 59 - 1788634 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/08/09 Time: 10:00 AM

(10) Name: Marie Hernandez Mr. Mrs. Ms. Miss Dr.

Title: Acting Executive Director Phone (day): (305) 672 - 2014 ext.

Email: marie@mdpl.org Fax: (305) 200 - 0195 Phone (other): (305) 331 - 7226 ext.

PROJECT INFORMATION

(11) Project Title: Art Deco Weekend 2010

(12) Starting and Ending Dates: January 15, 16, & 17, (13) Starting and Ending Times: 10:00 AM thru 11:00

(14) Address or Location of Project: Ocean Drive 5th thru 14th Street Miami Beach, FL

(15) Municipality in which project will take place (use codes): Primary: # 2 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: # 35

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

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

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

(18) Expected Participation (# of individuals): Attending 315,000 Performing/Participating 550

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

of Infants/Preschool (Ages 0-5): 6,300 # of Youth (Ages 13-18): 25,200

of Children (Ages 6-12): 31,500 Total # - All Ages (Ages 0-18): 63,000

(18b) Total Participation: Audience/Attending: 315,000 Performing/Instructing 550
 (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)

The Miami Design Preservation League (MDPL) the historic preservation organization that has preserved, promoted, and protected the Miami Beach Historic Art Deco Architecture District for more than 30 years will host the 33rd Annual Art Deco Weekend Festival again on Friday, Saturday and Sunday, January 15th, 16th, and 17th, 2010. This year's event, which draws more than 300,000 guests is themed: "On The Road: Art Deco Celebrates the Motorcar."

Selecting the theme of autos—an essential mechanical device with which the masses can easily identify—bridges the gap with those who are already aficionados of Art Deco design as well as the uninitiated. And tapping into the "new blood" is, ultimately, one of the missions of Art Deco Weekend, a festival to educate and highlight the cultural significance of the National Art Deco Historic District and its place in the 20th century architectural heritage. So, for the 33rd consecutive year, and with TDC funding to support the lectures, programming, and marketing efforts, MDPL will again produce and present Art Deco Weekend.

Art Deco Weekend 2010 will preserve its traditional street set-up, with a 10-block swath of Ocean Drive—the district's "main drag"—closed to traffic from 5th to 14th Streets for the three-day event. The street is transformed into a bustling byway that provides guests with ample offerings of savory food and eclectic merchandise via more than 95 street vendors. Merchandise includes Art Deco antiques, handmade crafts, collectables, fine art and photography. The street will also play host to entertainers, magicians, dancers, and musicians. Guided Art Deco District walking tours that take place throughout Miami Beach and have a wide variety of themes—Ocean Drive and Beyond, the Lincoln Road Stroll, Cando Neighborhood, and the Underworld tour—will be offered in English and Spanish, and additional prerecorded audio tours will be available in French, Portuguese, and German. One of the largest antique auto shows in the nation will receive special attention this year because the South Florida Antique Automobile Association (SFAAA), MDPL's collaborative partner, is celebrating its 75th Anniversary at the Art Deco Weekend Festival.

Art Deco Weekend offers both a lecture series and film series that complement the annual theme. The lecture series, that will take place in the Art Deco Welcome Center at the Ocean Auditorium, will include four presentations by notable experts in the field and executives at the SFAAA: 1) A Stylistic Review of America's Major Automotive Designs in 1930s; 2) The Socioeconomic Significance of the Motorcar and the Highway; and 3) Antique Automobile Preservation and Restoration—Start to Finish. A new addition to the lecture series for 2010 will be a panel discussion and interactive workshop about Classic Automobile Restoration. Panelists and lecturers are all national experts in their perspective fields. The fourth lecture, titled Flying Ladies, is a companion piece to our Art Deco Weekend Art Exhibit that takes place in the Art Deco Welcome Center's Exhibit Hall, and will be framed around the symbolic and art deco features in the traditional classic car hood ornament. Curator Denis Felty is famous Classic Car photographer. The film series, which takes place both in the Art Deco Welcome Center at the Ocean Auditorium, and in the Wolfsonian Museum, will emphasize six classic "On the Road" movies.

Additionally, Art Deco Weekend has expanded cultural outreach by teaming with a number of other artistic organizations to produce a schedule of events at their venue locations during the three-day festival. These collaborations develop our tourist and visitor impact: The Miami City Ballet- Dancing in the Dark WWII Flair, The New World Symphony- Symphony with a Splash, The Jewish Museum- Great Jewish Architects in Miami Beach, The Wolfsonian Museum- Deco & Design Tour and The Adrienne Arsht Center- The Manhattan Transfer.

MDPL takes great pride in the fact that Art Deco Weekend is the only free community cultural festival in the Art Deco District. TDC funding enables for our organization to continue producing and marketing this event to local, national and international tourists in a variety of multi media formats beginning in late November and increasing towards the event. The GMCVB Boutique Hotels, the various Cultural organizations, along with local business partners will assist in promotion efforts.

ORGANIZATION'S PERSONNEL

ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>5</u>	<u>50,000</u>	<u>0</u>	<u>50,000</u>	<u>17,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>175</u>	<u>27,700</u>	<u>0</u>	<u>27,700</u>	<u>7,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>140</u>	<u>65,360</u>	<u>0</u>	<u>65,360</u>	<u>10,000</u>
MARKETING/PUBLICITY			<u>25,500</u>	<u>0</u>	<u>25,500</u>	<u>5,000</u>
PRINTING			<u>11,200</u>	<u>0</u>	<u>11,200</u>	<u>0</u>
POSTAGE			<u>500</u>	<u>0</u>	<u>500</u>	<u>0</u>
IN-COUNTY TRAVEL			<u>0</u>	<u>0</u>	<u>0</u>	<u>7,000</u>
OUT OF COUNTY TRAVEL			<u>800</u>		<u>800</u>	<u>0</u>
EQUIPMENT RENTAL			<u>35,350</u>	<u>0</u>	<u>35,350</u>	<u>0</u>
EQUIPMENT PURCHASE			<u>0</u>		<u>0</u>	<u>0</u>
SPACE RENTAL			<u>6,000</u>	<u>0</u>	<u>6,000</u>	<u>0</u>
INSURANCE			<u>7,500</u>	<u>5,000</u>	<u>2,500</u>	<u>0</u>
UTILITIES			<u>1,890</u>	<u>0</u>	<u>1,890</u>	<u>0</u>
SUPPLIES/MATERIALS			<u>600</u>	<u>0</u>	<u>600</u>	<u>0</u>
OTHER COSTS (ITEMIZE BELOW):						
	CODE & PARKING		<u>10,000</u>	<u>0</u>	<u>10,000</u>	<u>0</u>
	POLICE		<u>40,000</u>	<u>10,000</u>	<u>30,000</u>	<u>5,000</u>
	FIRE		<u>7,000</u>	<u>0</u>	<u>7,000</u>	<u>0</u>

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

15,000

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

289,350

 = 15,000 + 274,950

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

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

51,000

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

\$ 340,350

 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>5,100</u>	<u>0</u>	

CONTRACTED SERVICES	135,000	22,000	ADVERTISING & LOGISTICS
TUITIONS	0	0	
CORPORATE SUPPORT	44,300	24,000	LEGAL & ARTISTIC SERVICES
FOUNDATION SUPPORT	2,000	0	
PRIVATE/INDIVIDUAL SUPPORT	9,250.	0	
GOVERNMENT GRANTS (Identify source)			
FEDERAL	0	0	
STATE	0	0	
LOCAL			
Festival & Special Events	60,000	0	
APPLICANT CASH ON HAND	0	0	
OTHER REVENUES (Itemize below)			
Registration Fees	2,700	0	
Program Ad's	6,000	0	
Liquor Sales	10,000	0	
City Services	0	5,000	ADMINISTRATIVE FEES
(48) GRANT AMOUNT REQUESTED			
(MUST EQUAL #44 ON PAGE 7)			

(49) TOTAL CASH REVENUES
(MUST EQUAL #45 ON PAGE 7) 289,350

(50) TOTAL IN-KIND CONTRIBUTIONS
(MUST EQUAL #46 ON PAGE 7) 51,000

(51) TOTAL PROJECT REVENUES
(MUST EQUAL #47 ON PAGE 7) 340,350 * Sum of #49 Cash & #50 In-kind

Miami-Dade County Department of Cultural Affairs
FY 2009-2010 Tourist Development Council - Second Quarter

Agenda Item No.: A-11

ORGANIZATION: National Foundation for Advancement in the Arts, Inc. **GRANT REQUEST:** \$10,800

TITLE OF EVENT: youngARTS Week 2010 **RECOMMENDATION:** \$10,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: January 9-16, 2010

EVENT LOCATION: Gusman Center for the Performing Arts

DESCRIPTION:

Funds are requested to support the 29th consecutive "youngARTS" festival, held during the week of January 9-16, 2010. This nationally recognized event will once again bring 150 of the finest emerging artists ages 17-18 from throughout the United States to Miami-Dade County for an all-expense paid intensive week of master classes, performances and exhibitions, interdisciplinary activities, and final auditions. Discipline specific performance are held nightly and all day Saturday featuring all 150 visiting finalists, free of charge at the Gusman Center for the Performing Arts and UM Gusman Hall.

HOTEL CONFIRMATION:

Marriott Airport Hotel (1,206 rm nights); Viceroy Hotel (100 rm nights)

Hotel Room Nights at the time of submission: 371

room nights anticipated: 1306 Actual room nights used last year: 965

OUTSIDE MEDIA:

None

PREVIOUS TDC FUNDING:

\$12,000 (08-09); \$13,500 (07-08); \$15,000 (05-06); (\$3,000 (02-03) - End of Cycle); \$3,500 (01-02);
\$12,000 (00-01); \$4,500 (99-00); \$5,000 (98-99)

OTHER GOVERNMENT FUNDING:

FEST - \$80,498

NEA - \$15,000

Div of Cult Affairs - \$60,000

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):

101934982

National Foundation for Advancement in the Arts, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 777 Brickell Avenue, Suite 370

City: Miami State: FL Zip: 33131 Website: www.youngarts.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1981

(7) FEI#: 59 - 2141837

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/9/2009 Time: 10:15 AM

(10) Name: Rebecca M. Gentry

Mr. Mrs. Ms. Miss Dr.

Title: VP Development and Communications

Phone (day): (305) 377 - 1140 ext. 1300

Email: rebeccag@youngarts.org

Fax: (305) 377 - 1149

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: YoungArts Week 2010

(12) Starting and Ending Dates: January 9-16, 2010

(13) Starting and Ending Times: 7:30PM to 10:00PM

(14) Address or Location of Project: Gusman Center for the Performing Arts, Downtown Miami

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

Primary: # 01

Secondary: # _____

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

(16) Miami-Dade Commission District: # 07

Florida State Senate District: # 38

Florida State House District: # 107

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 4,550

(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): 1,275

of Children (Ages 6-12): 450

Total # - All Ages (Ages 0-18): 1,725

(18b) Total Participation: 4,550
(All Adults PLUS All Children)

Audience/Attending: 4,225

Performing/Instructing 325

(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

During the week of January 9 - 16, 2010, for the **29th consecutive year**, NFAA will once again bring **150 of the finest young artists**, ages 17 and 18, from throughout the United States to Miami-Dade County for the **youngARTS Week** festival. These high school senior actors, dancers, film makers, musicians, photographers, visual artists, vocalists, and writers are **selected from over 6,000 applicants nationwide**. They are the best of the best; the brightest young artists our nation has to offer; each having achieved a perfect score of 10 by a discipline-based, national panel of established artists based exclusively on audition materials.

As finalists, these young artists **travel to Miami to immerse themselves in an all-expenses-paid, intensive week of master classes, public performances, exhibitions, interdisciplinary activities, enrichment programs, interviews, and final auditions**. Over 45 events take place in venues located throughout Miami-Dade County. This year, internationally acclaimed actress Liv Ullman will be on hand to lead theater participants in master classes. NFAA brings in over 75 professional artist trainers and master artists, over 150 students, and over 35 board members and supporters to stay in Miami-Dade County to participate in youngARTS Week activities. The participating students and judges stay at the Miami Airport Marriott hotel where over 125 guestrooms will be occupied for all 7 nights; totaling 890 room nights.

youngARTS Week is widely regarded by applicants and winners as the **"trip of a lifetime."** It is a reward for finalists – attesting to years of training and hard work; but it is also a **rare treat for arts patrons throughout Miami-Dade County**. Each evening during youngARTS Week and all day on the festival Saturday, these talented **young visitors perform for local audiences in discipline showcase performances in venues throughout Miami-Dade County** in venues including the Colony Theater, Wynwood galleries, and at New World School of the Arts. The showcases are **free and open to the public** and hold the promise of future fame. Because these are the best young artists our nation has to offer, they are also tomorrow's stars. Past showcases have included such **famous alumni** as Vanessa Williams (1981), Desmond Richardson (1986), Raul Esparza (1988), Hernan Bas (1996), and Josh Groban (1999).

In 2010, NFAA youngARTS will award over \$550,000 in cash to the 150 youngARTS Week finalists and to approximately 600-800 students who receive Honorable Mention or Merit awards. Over the past 28 years more **than 160,000 students from all 50 states**, including Washington D.C., Puerto Rico, and the U.S. Virgin Islands have applied to youngARTS. **Over 12,000 students have shared in \$6.4 million in cash awards** from youngARTS. Additionally, NFAA's youngARTS program is the **exclusive nominating body for the Presidential Scholars in the Arts awards**. All **twenty 2010 Presidential Scholars in the Arts will be chosen exclusively from among the 150 youngARTS Week finalists**. These select twenty will travel to Washington, D.C. in June 2010 to participate in **National Recognition Week** which includes a White House medallion ceremony.

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>14</u>	<u>740,000</u>				<u>740,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>55</u>	<u>375,000</u>				<u>375,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>12</u>	<u>18,000</u>				<u>18,000</u>	
MARKETING/PUBLICITY			<u>160,000</u>		<u>10,800</u>		<u>149,200</u>	
PRINTING			<u>92,500</u>				<u>92,500</u>	
POSTAGE			<u>65,000</u>				<u>65,000</u>	
IN-COUNTY TRAVEL			<u>27,500</u>				<u>27,500</u>	
OUT OF COUNTY TRAVEL			<u>135,000</u>				<u>135,000</u>	
EQUIPMENT RENTAL								
EQUIPMENT PURCHASE								
SPACE RENTAL			<u>175,000</u>				<u>175,000</u>	
INSURANCE			<u>25,000</u>				<u>25,000</u>	
UTILITIES			<u>25,000</u>				<u>25,000</u>	
SUPPLIES/MATERIALS			<u>60,000</u>				<u>60,000</u>	
OTHER COSTS (ITEMIZE BELOW):								
	FOOD		<u>147,000</u>				<u>147,000</u>	
	LODGING		<u>150,000</u>				<u>150,000</u>	
	SHIPPING (ARTWORK, INSTRUMENTS)		<u>5,000</u>				<u>5,000</u>	

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

10,800

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

2,200,000

 = 10,800 + 2,189,200

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

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

0

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

\$ 2,200,000

 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 - Second Quarter

Agenda Item No.: A-12

ORGANIZATION: Rotary Foundation of South Miami, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: South Miami Rotary Art Festival

RECOMMENDATION: \$3,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: February 27 - 28, 2010

EVENT LOCATION: Sunset Drive, between US1 & Red Road

DESCRIPTION:

Funds are requested to support the South Miami Rotary Art Festival held on the main streets of downtown South Miami on the last weekend in February. This annual, family friendly, outdoor event is expected to attract over 25,000 visitors over two days as it celebrates its 26th Anniversary in 2010.

HOTEL CONFIRMATION:

Gables Inn
Kendall Hotel and Suites

Hotel Room Nights at the time of submission: 60

room nights anticipated: 50 Actual room nights used last year: 54

OUTSIDE MEDIA:

Print: Sunshine Artists; Where the Shows Are Quarterly; Miami Herald
Radio: WLRN; WCMU; WVUM

PREVIOUS TDC FUNDING:

\$3,000 (08-09); \$3,000 (07-08); \$3,000 (06-07)

OTHER GOVERNMENT FUNDING:

City of South Miami - \$2,000
CG - \$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):

832308899

Rotary Foundation of South Miami, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 9500 S. Dadeland Blvd.

City: Miami State: FL Zip: 33156 Website: www.southmiamiartfest.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1992

(7) FEI#: 65-0366159

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/01/2009 Time: 03:00PM

(10) Name: Linda Kaplan

Mr. Mrs. Ms. Miss Dr.

Title: Director

Phone (day): (305) 670 - 7665 ext.

Email: lk@lindakaplan.com

Fax: (305) 670 - 7668

Phone (other): (305) 978 - 6256 ext.

PROJECT INFORMATION

(11) Project Title: South Miami Rotary Art Festival

(12) Starting and Ending Dates: February 27-28, 2010 (13) Starting and Ending Times: 10:00 AM – 6:00PM

(14) Address or Location of Project: Sunset Dr. between Red Road and US 1

(15) Municipality in which project will take place (use codes): Primary: # 9 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: # 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): 30,000

(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:

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, When, Where: The South Miami Rotary Art Festival is a juried annual, outdoor event held from 10:00 AM-6:00 PM on Saturday and Sunday, February 27-28, 2010, on Sunset Drive from Red Road to US #1 across from the Metrorail station. This is our 26th anniversary year and we expect 30,000 visitors. We will provide 4 hours of soft jazz per day plus daily performance by a musical group from University of Miami.

Who: Participants in the festival include 150 local, national and international artists and their assistants and family members; food vendors; musicians; Children's Alley exhibitors from local non-profits such as The Children's Museum, Everglades Outpost Wildlife Refuge, World Chess Hall of Fame, Fairchild Tropical Garden, Southern Cross Astronomical Society, Institute of Mayan Studies, State attorneys Community Outreach, Friend of Greyhounds, Aeromodelers of Perrine; and a staff of over 70 volunteers from Rotary, Rotaract (our college club), and Interact (our high school club.)

How we attract tourists: A significant percentage of artists come from north and central Florida, 23 other states, and Canada. The rest are local. For several weeks or months they travel the art show circuit. Our show is the week after the Coconut Grove Art Festival and the St. Stevens Art Festival. As a result those who are accepted in our show as well as one of those shows will extend their stay in Miami-Dade County. These artists have their own extensive mailing and email lists, post their schedules on their websites, and notify their customers of their schedules often attracting tourists to coincide with the shows. 75 Hotel nights are blocked for this show.

Our primary impact on both tourists and locals is one of providing a free, family-friendly activity to enhance their experience in South Florida. Last year we attracted 27,000 visitors to our event. They see another area of the county, spend a few hours at the Festival and stay on to shop, dine, and enjoy the vibrant night life of South Miami. When they return home, they tell their friends about South Florida.

Marketing efforts and implementation timeline: Beginning in April we revise our website and application documents and advertising copy. In June we begin advertising for applicants in national print and online publications aimed at artists. Using our extensive email list, we inform artists that applications are available on our website. Our website contains links to local hotels near the Festival site.

No later than July we begin to solicit sponsorships. By early November we jury the applicants and email acceptances, and our artists will begin their own marketing blitz. In January we send out our entry kits to the artists and sign up volunteers who work many shifts during the event.

January and February we begin marketing to the public through print and online media, radio, pole banners, street banners, book marks distributed through libraries, bookstores, and First National Bank of South Miami statements, brochures in hotels, and posters in local businesses. *Community Newspapers* distributes our program in their papers prior to the Festival and prints extra copies for distribution in local businesses and at the event. WLRN is our local radio sponsor.

We promote all of our sponsors in our marketing efforts and they reciprocate

How TDC funds will enhance our tourist attractiveness: Tourist Development Council funds will allow us to increase our national marketing to artists and our local marketing to visitors encouraging them to attend our Festival in South Miami. We want to increase the number of editions of the *Community Newspapers* in which our program is distributed and increase our radio advertising to include additional stations to reach a wider audience

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			
FOUNDATION SUPPORT		\$3,500	WLRN, MIAMI HERALD, COMMUNITY NEWS
PRIVATE/INDIVIDUAL SUPPORT		\$15,000	VOLUNTEER SERVICES
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL City of S. Miami	\$2,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Booth Rentals	\$28,020		
Miami Dade Community Grant	\$4,500		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)		\$15,000	

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

\$49,520

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

\$18,500

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

\$68,020

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

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

Agenda Item No.: A-13

ORGANIZATION: South Florida Bluegrass Association, Inc.

GRANT REQUEST: \$8,000

TITLE OF EVENT: 32nd Annual Everglades Bluegrass Festival

RECOMMENDATION: \$6,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: February 26 - 28, 2010

EVENT LOCATION: Haulover Beach, 150 Street & Collins Avenue, Miami Beach, 33154

DESCRIPTION:

Funds are requested to support the 32nd Annual Everglades Bluegrass Festival scheduled for February 26 through February 28, 2010. This three-day event is internationally recognized, featuring professional and award winning Bluegrass artists from across the country.

HOTEL CONFIRMATION:

Ocean Palm Motel (48 room nights)

Hotel Room Nights at the time of submission: 0

room nights anticipated: 48 Actual room nights used last year: 42

OUTSIDE MEDIA:

Radio: WKIS-FM Kiss Country Radio; WLRN; TV: TV23

PREVIOUS TDC FUNDING:

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

OTHER GOVERNMENT FUNDING:

DAN - \$15,000 (Pending)

YEP - \$3,000 (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)
 South Florida Bluegrass Association, Inc.

80-801-699

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 20533 Biscayne Blvd. #358

City: Aventura Florida 33180 Website: southfloridabluegrass.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1973

(7) FEI#: 65 - 0255820 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/5/09 Time: 10AM

(10) Name: Timothy Capps X Mr. Mrs. Ms. Miss Dr.

Title: Executive Board Director Phone (day): (305) 358 - 1800 ext.

Email: webecapps@aol.com Fax: (305) 940-3249 Phone (other): (305) 975-1336 ext.

PROJECT INFORMATION

(11) Project Title: 32nd Annual Everglades Bluegrass Festival

(12) Starting and Ending Dates: Feb 26, 27 & 28, 2010 (13) Starting and Ending Times: 4PM Fri to 6PM Sun

(14) Address or Location of Project: Haulover Beach, 150 Street & Collins Ave., Miami Beach, FL 33154

(15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: # 12

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

(16) Miami-Dade Commission District: # 4 Florida State Senate District: # 35

Florida State House District: # 106 U.S. Congress District: # 20

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

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

(18) Expected Participation (# of individuals): 1500

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

of Infants/Preschool (Ages 0-5): 25 # of Youth (Ages 13-18): 125

of Children (Ages 6-12): 50 **Total # - All Ages (Ages 0-18):** 200

(18b) Total Participation: Audience/Attending: 1500 Performing/Instructing 90
 (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 South Florida Bluegrass Association, Inc. (SFBA) 32nd annual "Everglades Bluegrass Festival" is a nationally and internationally recognized 3-day festival featuring 15 professional, award-winning musicians from across the country along with 75 local and member musicians. The SFBA, founded in 1970 and incorporated in 1973, is the oldest continuously operating non-profit bluegrass association in the United States and the ONLY organization in Miami-Dade County presenting this musical art form to the public. The SFBA is dedicated to the preservation, education and presentation of Bluegrass and Acoustic Music. Originally an art form developed in the Appalachian Mountains, Bluegrass Music became part of our rich American heritage. We intend to keep the tradition alive!

HOW: 61% of our attendees are "tourists" traveling from across the state, country and around the world to enjoy the warmth of our South Florida winters. Many follow a "circuit" of Bluegrass festivals held throughout the state every year. The SFBA has a reputation of presenting quality Bluegrass Festivals for 31 consecutive years. Many of our 1500 anticipated attendees plan their trip based on our 'last weekend in February' schedule. 82% of our attendees travel just for this event.

WHEN: February 26, 27 & 28, 2010. On Monday Feb. 22nd the first attendees and volunteers arrive. We have a potluck supper for them on Thursday Feb. 25th. The music festival begins with open mic at 4PM Friday the 26th. Performances by professional and local bands follow with 60 minute sets until 11PM. Saturday begins at Noon with bands playing 2 sets each throughout the day till 11PM. We begin Sunday at 10AM with Gospel Music and continue till 6PM. Professional and amateur musicians are jamming day and night all week long. Instrumental workshops take place throughout the event. Entrance ticket prices are: Friday and Sunday \$20 each, Saturday \$25, or \$55 for all 3 days.

WHERE: The event takes place in partnership with The Miami-Dade County Parks and Recreation Department at Haulover Beach Park and Marina, Lot #1, 150th Street & Collins Ave., Miami Beach. The event is held under cover with everyone bringing a lawn chair. Vendors provide food, refreshments, handicrafts, musical instruments and other merchandise for purchase. The site is ADA compliant.

MARKETING: Sponsor KISS Country Radio is providing free ads and internet links. We are KISS FM and The Greater Miami Festivals and Events Assoc. event of the month. Miami Herald sponsorship includes free ads and articles. Advertising in national & international Bluegrass Magazines, listings in 'what to do' local tourist magazines and ads in multi-county newspapers account for 24% of the crowd. Large banners, facebook, 1000's of e-newsletters, a presence on multiple websites including Miami-Dade County along with 20,000 color flyers distributed nationwide account for 27% of the attendees. Word of mouth is still the best with a 42% share.

PERFORMERS: International Bluegrass Association Award Winners along with state and local bands such as "Dale Ann Bradley", "Josh Williams Band", "Lonesome Meadow", "James Rogers Band", "Junior Sisk & the Ramblers", "Matthew Sabatella", & "Southern Shores" are just a few examples. Local member bands perform for free as per SFBA agreement. All other musicians and techs are paid.

HOW: TDC funding enables us to advertise months before our event in multi-county newspapers as well as national magazines. We satisfy the tourist looking for something 'new to do' as well as being a tourist destination. Our partner The Miami-Dade County Parks and Recreation Depart. provides the location. In July, from the SFBA Board-of-Directors, committees are formed to implement necessary contacts to complete this project including marketing, talent procurement, sound techs and vendors.

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:	12		-0-		-0-	5,625
ARTISTIC:	NUMBER OF ARTISTS:	61		-0-		-0-	2,880
TECHNICAL:	NUMBER OF EMPLOYEES:	4		-0-		-0-	800
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	29		26,000		1,000	25,000
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	2		3,000		3,000	
MARKETING/PUBLICITY				14,000		7,000	7,000
PRINTING				2,000		2,000	
POSTAGE				1,000		1,000	
IN-COUNTY TRAVEL				-0-		-0-	
OUT OF COUNTY TRAVEL				1,000		1,000	
EQUIPMENT RENTAL				5,000		5,000	3,000
EQUIPMENT PURCHASE				2,000		2,000	
SPACE RENTAL				-0-		-0-	1,000
INSURANCE				1,000		1,000	
UTILITIES				100		100	
SUPPLIES/MATERIALS				3,000		3,000	
OTHER COSTS (ITEMIZE BELOW):							
	FOOD			400		400	
	MERCHANDISE			2,000		2,000	

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

8,000

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

60,500

 = 8,000 + 52,500

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

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

15,125

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

\$ 75,625

 Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 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	14,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	2,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	3,000	13,125	VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL DAN, YEP	18,000		
APPLICANT CASH ON HAND	11,000		
OTHER REVENUES (Itemize below)			
Camping Fees	2,500		
Instrument Raffle	2,000	2,000	LUTHIER
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	8,000		

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

60,500

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

15,125

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

\$ 75,625

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

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

Agenda Item No.: A-14

ORGANIZATION: Unconservatory, Inc., The

GRANT REQUEST: \$5,000

TITLE OF EVENT: The Unconservatory 2009-2010 Second Quarter Events

RECOMMENDATION: \$4,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: January 1 - March 31, 2010

EVENT LOCATION: United Methodist Church, 7900 Coral Way

DESCRIPTION:

Funds are requested to support concert performances and educational activities to be held in conjunction with the Gala for Two Pianos and the second quarter portions of the Second Sunday Soirees. Events will be presented featuring professional concert artists from Miami-Dade County. In the highlight of the season, Gala for Two Pianos will be celebrating its tenth anniversary with performances by Unconservatory directors Whipple and Morales.

HOTEL CONFIRMATION:

Pending

Hotel Room Nights at the time of submission: _____

room nights anticipated: 150 Actual room nights used last year: _____

OUTSIDE MEDIA:

WLRN radio and television; Telemiami TV; Radio Caracal; Radio Mambaq

PREVIOUS TDC FUNDING:

\$4,000 (08-09); \$4,000 (07-08); \$4,000 (06-07) ;(\$2,784 (05-06) - End of cycle); \$3,500 (04-05); \$2,784 (03-04); \$2,784 (02-03); \$1,500 (00-01)

OTHER GOVERNMENT FUNDING:

DAN - \$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)
The Unconservatory, Inc.

054129080

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: **8035 S.W. 26th Street**

City: **Miami** State: **FL** Zip: **33155** Website: **www.myspace.com/unconservatory**

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: **1992**

(7) FEI#: **68 - 0299977** (8) State of Incorporation: **California**

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

(10) Name: **Kirk Whipple** Mr. Mrs. Ms. Miss Dr.

Title: **Executive Director**

Phone (day): **(786) 303-5397**

Email: **Unconservatory@WhipMo.com**

Fax: **Please call**

Phone (other): **(786) 566-2010**

PROJECT INFORMATION

(11) Project Title: **The Unconservatory ~ 2009 – 2010 Second Quarter Events**

(12) Starting and Ending Dates: **1-1-10 to 3-31-10** (13) Starting and Ending Times: **4:00 to 6:00 p.m.**

(14) Address or Location of Project: **United Methodist Church, 7900 Coral Way, Miami**

(15) Municipality in which project will take place (use codes): Primary: # **09** Secondary: # **15**

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

(16) Miami-Dade Commission District: # **10** Florida State Senate District: # **36**

Florida State House District: # **115** U.S. Congress District: # **18**

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

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

(18) Expected Participation (# of individuals): **2,010**

(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): **200**

of Children (Ages 6-12): **500** Total # - All Ages (Ages 0-18): **700**

(18b) Total Participation: Audience/Attending: **2000** Performing/Instructing **10**
(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

This grant will support our 2nd quarter of performance activities: the 10th annual *Gala For Two Pianos*, and 2nd quarter presentations of *Second Saturday Soirees*, now in its 6th season. Internationally acclaimed concert artists Kirk Whipple & Marilyn Morales will return on February 12th, 13th & 14th to perform at *Gala For Two Pianos*. Celebrating the bicentennials of Frederic Chopin, Robert Schumann, and Beethoven's 240th, Whipple & Morales will perform works at one and two pianos by these composers, as well as works and arrangements from their original repertoire.

The sixth season of intimate concerts, *Second Saturday Soirees*, occur on each second Saturday of the month between November and April. Featured in our second quarter will be the Whipple ~ Morales piano duo with talented local guest artists. *Gala For Two Pianos* and *Second Saturday Soirees* occur primarily at our lead venue, The United Methodist Church (7900 Coral Way). One concert and class will be presented at Miami Dade College (Kendall), date T.B.A.

Our organization's growing presence is attracting increased attention nationally and internationally. We are actively marketing these and other events on our web site and via direct emails to our growing database of cultural tourists. Other marketing efforts include direct mail to concert supporters, media appearances by concert artists, trade advertising, fliers to local area residents and all other means available to our organization.

This program has gained great cultural significance with each passing year. *Gala For Two Pianos* has witnessed the formation of two international touring ensembles led by the Whipple ~ Morales piano duo. In 2004 they premiered The Unconservatory Festival Orchestra (a.k.a. The UFO), and in 2007 The United Nations Piano Quartet (a.k.a. The UNPQ). Both ensembles have released critically acclaimed recordings. The UFO recording garnered Whipple a State of Florida Fellowship for his compositions on this project. The following websites offer more information and musical excerpts about these ensembles: www.myspace.com/uforiginal and www.myspace.com/unpq

The programs supported by this grant are being targeted to national and international tourists and the entire Miami-Dade community. Tourists are discovering *Gala For Two Pianos* and *Second Saturday Soirees* online and through contacts with artists around the world presented in past programs and enthusiastic music lovers. By elevating cultural appreciation in our local community, we enhance Miami Dade County as a destination for cultural tourism. The attached CD, a compilation of works recorded in conjunction with Unconservatory events, demonstrates the exceptional caliber of concert artists presented by this organization.

As we are in the middle of tough economic times, this season we elected to promote our fine local artists, which means that we did not seek a hotel sponsor. Next year's plans include internationally based artists again. Our media sponsors include WLRN Radio, Radio 1210 AM and El Nuevo Herald.

TDC funds continue to enhance the attractiveness of this project to tourists. Support we have enjoyed through the years from the TDC has allowed us to consistently hire, promote and present world class concert artists to local and foreign audiences in ways that would not be otherwise possible.

We are working closely with members of the Westchester Arts District (WADi) in the organization and promotion of this project. Our organization helped to form WADi, and we are finding the connections and collaborations are gaining strength every season.

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>1,000</u>		<u>-</u>		<u>1,000</u>		<u>500</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>	<u>-</u>		<u>-</u>		<u>-</u>		<u>-</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>0</u>	<u>-</u>		<u>-</u>		<u>-</u>		<u>-</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>15</u>	<u>14,200</u>		<u>5,000</u>		<u>9,200</u>		<u>1,900</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>3</u>	<u>3,700</u>		<u>-</u>		<u>3,700</u>		<u>500</u>
MARKETING/PUBLICITY			<u>5,000</u>		<u>-</u>		<u>5,000</u>		<u>1,000</u>
PRINTING			<u>2,400</u>		<u>-</u>		<u>2,400</u>		<u>400</u>
POSTAGE			<u>1,000</u>		<u>-</u>		<u>1,000</u>		<u>250</u>
IN COUNTY TRAVEL			<u>800</u>		<u>-</u>		<u>800</u>		<u>-</u>
OUT OF COUNTY TRAVEL			<u>1,200</u>		<u>-</u>		<u>1,200</u>		<u>2,000</u>
EQUIPMENT RENTAL			<u>1,500</u>		<u>-</u>		<u>1,500</u>		<u>500</u>
EQUIPMENT PURCHASE			<u>1,000</u>		<u>-</u>		<u>1,000</u>		<u>-</u>
SPACE RENTAL			<u>2,850</u>		<u>-</u>		<u>2,850</u>		<u>500</u>
INSURANCE			<u>-</u>		<u>-</u>		<u>-</u>		<u>500</u>
UTILITIES			<u>-</u>		<u>-</u>		<u>-</u>		<u>-</u>
SUPPLIES/MATERIALS			<u>1,000</u>		<u>-</u>		<u>1,000</u>		<u>-</u>
OTHER COSTS (ITEMIZE BELOW):									
	Piano Tuning		<u>300</u>		<u>-</u>		<u>300</u>		<u>150</u>
	Videography		<u>1,000</u>		<u>-</u>		<u>1,000</u>		<u>500</u>
	Audio Recording		<u>2,000</u>		<u>-</u>		<u>2,000</u>		<u>500</u>
	Audio Editing		<u>1,000</u>		<u>-</u>		<u>1,000</u>		<u>500</u>

(44) GRANT AMOUNT REQUESTED** (MUST EQUAL #48 ON PAGE 8)	5,000		
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	39,950	=	5,000 + 34,950
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)			9,700
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 7)	\$49,650		Sum of #45 Cash & #46 In-kind

Note: In-kind Contribution 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	6,400		
CONTRACTED SERVICES	2,500		
TUITIONS	-		
CORPORATE SUPPORT	3,000	500	Piano Music Center
FOUNDATION SUPPORT	5,000		
PRIVATE/INDIVIDUAL SUPPORT	10,000		
GOVERNMENT GRANTS -- (IDENTIFY SOURCE)			
FEDERAL	-		
STATE	-		
LOCAL			
DAN Grant	4,000		
APPLICANT CASH ON HAND	1,550		
OTHER REVENUES (ITEMIZE BELOW):			
Program ad sales	2,500		
Administrative assistance	-	500	The Unconservatory
Artist services	-	1,900	Concert artists
Technical services	-	500	Technical Assistants
Media discounts	-	1,000	Miami Herald, WDNA, WQBA, WLRN Radio & TV
Postage	-	250	MDCPS Life Skills Dept.
Travel discounts	-	600	Out of state coordinators
Volunteer artist stipends	-	300	Artist interns
Hotel discounts	-	1,100	Private Sponsors
Space rental / insurance	-	1,000	United Methodist Church
Printing / design discounts	-	400	Sir Speedy
Piano tuning discounts	-	150	Piano tuner
AV engineering	-	1,500	AV Engineers / Unconservatory
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	5,000		
(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	39,950		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		9,700	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	*\$49,650		*Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: A-15

ORGANIZATION: Women's International Film & Arts Festival, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: 5th Annual Women's International Film & Arts Festival

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: March 26 - April 1, 2010

EVENT LOCATION: Various locations

DESCRIPTION:

Funds are requested to support the Fifth Annual Women's International Film Festival (WIFF), held on Women's History Month, March 26 - April 1, 2010. The festival features more than 90 international films, including many Florida and national premiers. The festival activities include panel discussions, workshops and a "Celebration of Women" Concert featuring Sony Music artists.

HOTEL CONFIRMATION:

Pending

Hotel Room Nights at the time of submission: 0

room nights anticipated: 0 Actual room nights used last year: 0

OUTSIDE MEDIA:

NBC 6 (Pending)

Mega TV

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$10,000 (07-08); \$5,000 (06-07)

OTHER GOVERNMENT FUNDING:

VCA - \$25,000

State of FL - \$6,599

City of Coral Gables - \$10,000 (Pending)

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):

619634921

Women's International Film & Arts Festival

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2911 Grand Avenue, Suite 3a

City: Miami State: FL Zip: 33133 Website: www.womensfilmfest.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2005

(7) FEI#: 20 - 3774163

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/09/09 Time: 11:30

(10) Name: Yvonne McCormack-Lyons

Mr. Mrs. Ms. Miss Dr.

Title: President/Founder

Phone (day): (305 - 653-9700 ext.

Email: yvonne@wifonline.org

Fax: (305) 653 -9705

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 5th Annual Women's International Film & Arts Festival

(12) Starting and Ending Dates: Mar. 26-Apr. 3, 2010 (13) Starting and Ending Times: 2pm-11:30 pm daily

(14) Address or Location of Project: Planetarium, Coral Gables Cinemateque, MD County Aud., Mayfair

(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: # 7 Florida State Senate District: # 39

Florida State House District: # 113 U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 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- 1000

of Children (Ages 6-12): 1000 Total # - All Ages (Ages 0-18): 2000

(18b) Total Participation: Audience/Attending: 10.000 Performing/nstructing 100
 (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 5th Annual Women's International Film Festival (WIFF) is a nine-day, cultural event featuring more than 90 films from around the world- including many Florida and national premieres, a "WIFF Celebration of Women Concert" and other cultural expressions. WIFF is one of only two film festivals in the South-eastern U.S. specifically dedicated to women.

The event is prestigious for Miami as it attracts international celebrities such as Emmy, Grammy & Golden Globe winner, Ruby Dee, 2007 Oscar Nominee Adriana Barraza, "Breakfast Club" star Alley Sheedy, NAACP Award winner and actress Victoria Rowell, international recording artist Lucrecia and more. In addition, filmmakers, their followers, and international press travel to the event annually to participate in the festival. WIFF grows annually in stature with international recognition and attendance.

This year's festival will forge several partnerships: UNIFEM (The United Organization For Women), The University of Miami's Gender Studies Program, Miami-Dade County Libraries, CARICOM, SONY Broadcast & Music, Human Unlimited Media, Miami Dade County Parks & Recreation, The City of Miami, The Convention & Visitors Bureau. Through these partnerships WIFF will launch our cultural programs and events, such as our "Girlfriends Getaway" destination marketing program, "WIFF Around The Globe," "Books To Film," The "Celebration of Women Concert," Family Fun Fest, Film Pool Pajama Party and our appearance at the Vancouver Olympics.

WHEN/WHERE: Held during Women's History Month, the event includes an opening night, red carpet film screening at the Miami-Dade County Auditorium, followed by a Q & A session with the film's attending celebrities, and a "Meet and Greet" After Party at the Karu & Y. Workshops, panel discussions, film screenings, a Family Fun-Fest, a "Celebration of Women Concert" at Peacock Park and an awards ceremony streamed on line. Other planned venues for films and receptions include, the Lyric Theater, Margaret Pace Park, Miami Art Museum courtyard & the Ice Palace. Celebrities and filmmakers will be staying at our host hotels, which include the Opera Suites & Marina Hotel downtown, The Betsy Hotel on Miami Beach and the Mayfair Hotel in Coconut Grove, where we have a total of 80 rooms blocked specifically for this year's events.

WHO: The films screened at the 2010 festival will target the general community and are suitable for the entire population. However our emphasis is always on women: topic, content and audience. Annually 10,000 people attend the festival. Participants include the many filmmakers, actors and artists, panelists, volunteers, interns, our partnering organizations, as well as the youth of our "Reel Girls: Real Women's" film/media literacy educational program. Through publication, television, radio advertisement, billboards, banners and online advertising, women from around the world will be reached.

WHY: This project should receive County funding because it attracts international attention to Miami, along with cultural tourists, national and international filmmakers, musicians, actors, and other artists. It represents a wide range of indigenous & cultural expressions throughout Miami-Dade County. Our popular "WIFF Around The Globe" series features nightly programs highlighting regions around the world such as Latin America, Africa & Its Diaspora, American Cinema, Asia and Europe through the selected films, music, wine, art and food serving as a bridge to understanding women in various world cultures.

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>	<u>88,000</u>				<u>88,000</u>	<u>10,000</u>
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>2</u>	<u>10,000</u>				<u>10,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>5</u>	<u>20,000</u>		<u>5,000</u>		<u>15,000</u>	
MARKETING/PUBLICITY			<u>75,000</u>		<u>15,000</u>		<u>60,000</u>	<u>50,000</u>
PRINTING			<u>18,000</u>				<u>18,000</u>	<u>5,000</u>
POSTAGE			<u>5,000</u>		<u>5,000</u>			
IN-COUNTY TRAVEL			<u>500</u>				<u>500</u>	
OUT OF COUNTY TRAVEL			<u>5,000</u>				<u>5,000</u>	
EQUIPMENT RENTAL			<u>2,000</u>				<u>2,000</u>	<u>1,000</u>
EQUIPMENT PURCHASE			<u>2000</u>				<u>2,000</u>	
SPACE RENTAL			<u>27,000</u>				<u>27,000</u>	<u>13,000</u>
INSURANCE			<u>3,000</u>				<u>3,000</u>	
UTILITIES								
SUPPLIES/MATERIALS			<u>5,000</u>				<u>5,000</u>	
OTHER COSTS (ITEMIZE BELOW):								
CATERING			<u>5,000</u>				<u>5,000</u>	
LOCATION DESIGN/SETUP			<u>1,000</u>				<u>1,000</u>	

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

(45) TOTAL CASH EXPENSES
(MUST EQUAL #49 ON PAGE 8) 266,500 = 25,000 + 241,500

(46) TOTAL *IN-KIND CONTRIBUTIONS
(MUST EQUAL #50 ON PAGE 8) 79,000

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

(47) TOTAL PROJECT EXPENSES
(MUST EQUAL #51 ON PAGE 8) \$ 345,500 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	50,000		
CONTRACTED SERVICES			
TUITIONS	5,000		
CORPORATE SUPPORT	35,000	79,000	MEGA TV, SONY, WLRN, PRINT CONNECTION, KARU &Y
FOUNDATION SUPPORT	35,000		
PRIVATE/INDIVIDUAL SUPPORT	20,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>DDA, City of Miami Beach</u>	35,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Elected Officials	26,000		
Vendors	13,500		
Advertisers	12,000		
Product Sales	10,000		

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

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	261,500		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		79,000	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 345,000		* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: B-1

ORGANIZATION: Council of International Fashion Designers, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami International Fashion Week

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: March 18, 2010 - March 21, 2010

EVENT LOCATION: Shops at Midtown Miami, 3401 N. Miami Avenue, Miami, FL 33127

DESCRIPTION:

Funds are requested to support the marketing and public relations costs associated with the 12th Annual Miami International Fashion Week, the largest Latin American and international fashion event in the U.S., which is attended by thousands of international media, designers, industry professionals, dignitaries and special guests from more than 40 countries worldwide. MIFW guests provide more than \$3,000,000 in economic impact to Miami-Dade County in hotel room nights, restaurants, shopping, transportation and various entertainment activities. The festival is scheduled to take place on March 18-21, 2009.

HOTEL CONFIRMATION:

Gansevoort, the Wave; Circa 39; The Astor; The National; W Hotel; Dorchester and Marseilles

Hotel Room Nights at the time of submission: 0

room nights anticipated: 5000 Actual room nights used last year: 5000

OUTSIDE MEDIA:

Broadcast: Spanish Broadcast System; Radio: WRMA Romance 106.7 FM

PREVIOUS TDC FUNDING:

(\$10,000 (08-09 - End of cycle); \$5,250 (07-08); \$15,000 (06-07); \$7,500 (05-06); \$7,500 (04-05); End of cycle-\$2,450 (03-04); \$2,450 (02-03); \$5,000 (01-02); \$3,150 (00-01); \$3,500 (99-00)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 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):

Council of International Fashion Designers, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 9378 NW 8th Circle

City: Plantation State: FL Zip: 33324 Website: www.miamifashionweek.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1999

(7) FEI#: 31 - 1673491

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/5/09 Time: 11:00am

(10) Name: Beth Sobol

Mr. Mrs. Ms. Miss Dr.

Title: President

Phone (day): (954) 476 - 5761 ext.

Email: Beth@SobolFashion.com Fax: (954) 476 - 8697

Phone (other): (954) 249 - 4081 ext.

PROJECT INFORMATION

(11) Project Title: Miami International Fashion Week

(12) Starting and Ending Dates: March 18-21, 2010 (13) Starting and Ending Times: 6:00pm - 11:00pm

(14) Address or Location of Project: Shops at Midtown Miami, 3401 N. Miami Ave, Miami, FL 33127

(15) Municipality in which project will take place (use codes): Primary: # 3 Secondary: # 2

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

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

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

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

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

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

(18) Expected Participation (# of individuals): 15,000

(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:

(All Adults PLUS All Children)

Audience/Attending:

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

MIFW is the largest Latin American and international fashion event in the world and most important event of its kind in the US. The 12th annual event is scheduled for March 18 – 21, 2010 with over 500 international media registered and 60 fashion and jewelry/accessories designers participating. The event will take place at the Shops of Midtown Miami, Wynwood Art District. Educational seminars on US retail and business practices sponsored by Citibank, World Trade Center Miami and Sandler, Travis & Rosenberg, P.A.. After parties in Miami-Dade County's special event venues including Plunge at the Gansevoort Hotel, Viceroy Club 50, Opium Group venues and W Hotel will add excitement to the event. The 2010 designers include Franco Montoro from Venezuela, Eduardo Gonzalez from Colombia, Jamie Luna from Panama, Yeboah Moses from South Africa, Amato Couture from Dubai UAE, Wafa Saifi from India and many other designers from throughout Latin America, The Middle East, India, Italy, the Caribbean US, Spain, etc. The Miami Moda & Music Awards, the official closing event will feature a fashion show by our special guest designer Renato Balestra from Rome and performances by Sony BMG Latin recording artists including Kany Garcia, Chris Perez and Jeremias plus performances by some of the biggest deejays with Irie Music Corp. MIFW is open to the public with tickets on the official web site at \$25.00 per show. Proceeds benefit the Miami Fashion Week Foundation in support of continued education for student and emerging designers through our scholarship fund for the competition winners. MIFW hosts 5 competitions on for student fashion designer, student graphic artist, student photographer, student filmmaker and emerging fashion designer. Long standing relationships exist between the Council of International Fashion Designers and MFIW and many universities and educational institutions locally, regionally, nationally and international where the students come to MFIW as our volunteers working behind the scenes and entering the competitions. Discounted hotels rates have been secured from The Dorchester, Claridge Hotel, Gansevoort South, Viceroy, National Hotel, Z Hotel, The Hotel, Doubletree, Beacon, The Betsy and The South Beach Group. Approximate number of room nights is expected to be well over 5,000 for attending guests, with approximately 15,000 overall guests in attendance for the event. MIFW has agreements with the hotels who are all honoring the special event rates based on availability of the rooms at the time of booking. International advertising and promotion for the event will begin in January with our media partners Editorial Televisa, Apollo Men's Magazine, Spanish Broadcasting Systems, Copa Airlines In-Flight Magazine, Univision.com and the events official web site www.MiamiFashionWeek.com with regular internet promotions throughout the year. MIFW initially took place in Miami Beach but due to the lack of a sizeable venue to host the growing event, MIFW was moved to the mainland and for the fourth year will take place in the Wynwood Art District of Midtown Miami. Over the past 12 years, MIFW has firmly established Miami on the international fashion circuit that brings designers, celebrities, media and buyers to the world's fashion weeks. This unique project is a very worthwhile use of TDC funds as it supports the continued growth of Miami-Dade as the promotional and business hub of not only the the expanding Latin American, but international fashion industries through quality tourism and business initiatives as well as supporting our local student and emerging designers and Miami's fashion industry through scholarship initiatives. Additionally, it supports a wide variety of television organizations, Internet and print media exposure to the international press featuring the City of Miami and all of Miami-Dade County as a quality, high-profile business and tourist destination to over 123,000,000 people that view MIFW around the world.

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>	50000				40181		2500
ARTISTIC:	NUMBER OF ARTISTS: <u>50</u>	60000				60000		
TECHNICAL:	NUMBER OF EMPLOYEES: <u>4</u>	40600				40600		
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>10</u>	150000				150000		
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>6</u>	30544				30544		
MARKETING/PUBLICITY		42000		20000		26819		20000
PRINTING		10000				10000		
POSTAGE		5000				5000		
IN-COUNTY TRAVEL		26000				26000		
OUT OF COUNTY TRAVEL		20000				20000		5000
EQUIPMENT RENTAL		123000				123000		
EQUIPMENT PURCHASE								
SPACE RENTAL		35000				25000		2500
INSURANCE		3500				3500		
UTILITIES		10000				20000		
SUPPLIES/MATERIALS		16675				16675		
OTHER COSTS (ITEMIZE BELOW):								
	CITY SERVICES IE FIRE, POLICE	5000		5000		5000		
	SECURITY	5000				5000		
	TELEPHONE, INTERNET	6000				6000		
	PRINTING/PREP OF SPONSORS MATERIALS	13500				13500		
	OFFICE SUPPLIES/MISC MATERIALS	8181				8181		

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

25000

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

660000

= 25000 + 635000

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

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

30000

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

\$ 690000

Sum of #45 Cash & #46 In-kind

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

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

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

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

Agenda Item No.: B-2

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

GRANT REQUEST: \$10,000

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

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: January 14-21, 2010

EVENT LOCATION: Various locations

DESCRIPTION:

Funds are requested to support the 2010 Martin Luther King, Jr. festivities scheduled for January 14-21, 2010. Held to commemorate the legacy and life works of Dr. Martin Luther King, Jr., this week long celebration is full with activities which include: a non-denominational, non-sectarian, spiritual breakfast, an Oratorical Essay Contest held in conjunction with Miami-Dade County Public Schools, an awards and scholarship banquet and finally the traditional parade through the heart of the communities of Liberty City and Brownsville on Dr. Martin Luther King, Jr. Boulevard.

HOTEL CONFIRMATION:

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

Radio: WMBM, Hot 105, WEDR 99 JAM

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$7,500 (07-08); \$8,000 (06-07); \$6,300 (05-06); \$7,000 (04-05); (\$5,000 (03-04) - End of cycle); \$5,000 (02-03); \$7,000 (01-02); \$7,000 (00-01); \$5,000 (99-00)

OTHER GOVERNMENT FUNDING:

Community Grants - \$7,500

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):

DR. MARTIN LUTHER KING JR PARADE AND FESTIVITIES

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: PO BOX 510406

City: MIAMI State: FL Zip: 33151 Website:

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1985

(7) FEI#: 59 - 2481519

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 09/4/09 Time: 10:00 AM

(10) Name: Preston W. Marshall, Jr.

Mr. Mrs. Ms. Miss Dr.

Title: President

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

Email: pwmghost@bellsouth.net

Fax: (305) 835 - 7684

Phone (other): (305) 773 - 4043 ext.

PROJECT INFORMATION

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

(12) Starting and Ending Dates: January 14-21, 2010 (13) Starting and Ending Times: 8:00 am – 10:00 pm

(14) Address or Location of Project: Various

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

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

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

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

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

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

(18) Expected Participation (# of individuals): 1,500

(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): 300,000

of Children (Ages 6-12): 150,000 **Total # - All Ages (Ages 0-18):** 450,000

(18b) Total Participation: Audience/Attending: 450,000 Performing/Instructing 1,500
 (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 2010 observance will mark our Organization's 31st year in producing and sponsoring this National holiday celebration. This parade and its festivities continue to foster unity and awareness in our inner-city youth and residents. It serves as a reminder of the impact that Dr. King made on our society and the road that he paved for us. Not only does this parade honor Dr. King; it provides a much-needed economic boost to our inner city. With more than 1500 participants, It allows us to display the talents of our youth through their participation with more than 20 elementary, jr. high and senior high schools bands. It stresses the importance of knowing about our Black historians through our essay contests and reinforces the importance of family, friends, and support of community efforts.

WHEN & HOW MANY EVENTS – During January 14 -21, 2010, the State of Florida and Miami-Dade County will join the rest of the Nation in observing the birth, legacy, and life works of the late Reverend Dr. Martin Luther King, Jr. The 2010 celebration will consist of a Kick-off nondenominational, nonsectarian spiritual breakfast with Reverend Douglas Cook as guest speaker and an Oratorical Essay contest, a joint venture between MLK and Miami- Dade County Public Schools. The student's participate by writing an essay based on one of Dr. King's speeches. The celebratory activities that will close the MLK festivities are the awards and scholarship banquet and the traditional parade through the heart of the African American enclave of Liberty City/Brownsville on MKL Blvd.

WHERE – The youth oratorical/essay I contest of Dr. King's speeches will have participants for various Miami Dade County elementary, junior and senior high school; the spiritual breakfast and awards and scholarship banquet location will be held at the Sheraton. The parade's Grand Marshall for this year will be Judge Greg Mathis and the parade will start at 9:00 am. The starting point of the parade is 54th Street and NW 8th Avenue and the procession will proceed through Liberty City to the Martin Luther King, Jr. Park at 32nd Avenue and 62nd Street.

WHY - According to the media last year's (2009) celebration played to an audience of more than 500,000 spectators and participants in the parade and festivities. Due to the nature and geographical location of this event, the principal target groups are African-Americans. The celebration is a county wide multicultural multi-ethnic activity designed to engage the participation of all Miami-Dade County residents regardless of race, ethnicity, gender religion or national origin.

WHO - The Martin Luther King, Jr. Parade and Festivities Committee, Inc was successful in increasing the number of Asians, Caribbean Blacks, Anglos and Hispanics that attended the 2009 parade through it's partnership with Miami-Dade County Schools, Hot 105, WEDR and WMBM. The various media outlets played a large role in drawing a diverse crowd of participants.

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:	<u>1500</u>		<u>20,000</u>		<u>2,500</u>	<u>17,500</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>5</u>		<u>5,500</u>		<u>5,500</u>	_____
MARKETING/PUBLICITY				<u>10,000</u>		<u>5,000</u>	<u>10,000</u>
PRINTING				<u>1,000</u>		<u>1,000</u>	_____
POSTAGE				<u>500</u>		<u>500</u>	_____
IN-COUNTY TRAVEL				_____		_____	_____
OUT OF COUNTY TRAVEL				_____		_____	_____
EQUIPMENT RENTAL				<u>20,000</u>		<u>20,000</u>	_____
EQUIPMENT PURCHASE				_____		_____	_____
SPACE RENTAL				<u>1,000</u>		<u>1,000</u>	_____
INSURANCE				<u>8,000</u>		<u>8,000</u>	_____
UTILITIES				_____		_____	_____
SUPPLIES/MATERIALS				<u>3,000</u>		<u>3,000</u>	_____
OTHER COSTS (ITEMIZE BELOW):							
BARRICADED				<u>45,000</u>		<u>40,000</u>	_____
PARADE FLOATS				<u>20,000</u>		<u>2,500</u>	<u>17,500</u>
SECURITY				<u>3,000</u>		<u>3,000</u>	_____
SANITATION				<u>3,000</u>		<u>3,000</u>	_____
VOLUNTEERS				_____		_____	<u>10,000</u>
CITY SERVICES				_____		_____	<u>10,000</u>

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

10,000

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

140,000 = **10,000** + **130,000**

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

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

20,000

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

\$ 160,000 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	9,000	10,000	VOLUNTEERS
CONTRACTED SERVICES		10,000	CITY SERVICES
TUITIONS			
CORPORATE SUPPORT	8,000		
FOUNDATION SUPPORT	8,000		
PRIVATE/INDIVIDUAL SUPPORT	8,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>Community Grant</u>	10,000		
APPLICANT CASH ON HAND	7,000		
OTHER REVENUES (Itemize below)			
CBO	80,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	10,000		

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

140,000

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

20,000

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

\$ 160,000

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

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

Agenda Item No.: B-3

ORGANIZATION: GableStage, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Gablestage 2009-2010 Season

RECOMMENDATION: \$15,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

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

EVENT LOCATION: GableStage at the Biltmore Hotel, 1200 Anastasia Avenue

DESCRIPTION:

Funds are requested to support GableStage's 2009-2010 Season at the Biltmore Hotel. The national historic landmark hotel complements GableStage's marketing and advertising, with an expansive multi-level publicity campaign geared at returning and potential tourists to the Miami-Dade area that are attracted by the hotel's theatre package offerings, which exclusively feature GablesStage performances.

HOTEL CONFIRMATION:

The Biltmore Hotel

Hotel Room Nights at the time of submission: 300

room nights anticipated: 350 Actual room nights used last year: 225

OUTSIDE MEDIA:

WLRN Radio & TV
Comcast

PREVIOUS TDC FUNDING:

(\$9,000 (08-09) End of Cycle); \$10,500 (07-08); \$12,000 (06-07); \$13,500 (05-06); \$15,000 (04-05); {End of Cycle-\$15,000 (03-04)}; \$14,000 (02-03); \$16,000 (01-02); \$20,000 (00-01); \$20,000 (99-00)

OTHER GOVERNMENT FUNDING:

ADV - \$100,000 Pending
FAN - 15,000 Pending
Coral Gables - \$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@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):

004363490

GABLESTAGE, INC.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: The Biltmore Hotel, 1200 Anastasia Avenue, Suite #230

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

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1979

(7) FEI#: 59 - 1972774

(8) State of Incorporation: Florida

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

(10) Name: Joseph Adler Mr. Mrs. Ms. Miss Dr.

Title: Producing Artistic Director Phone (day): (305) 446 - 1116 ext.

Email: jadler@gablestage.org Fax: (305) 445 - 8645 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 2009-2010 SEASON

(12) Starting and Ending Dates: 10/1/09 – 09/30/10 (13) Starting and Ending Times: VARIOUS

(14) Address or Location of Project: The Biltmore Hotel, 1200 Anastasia Ave, Coral Gables, FL 33134

(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):

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

of Infants/Preschool (Ages 0-5): 00 # of Youth (Ages 13-18): 4,000

of Children (Ages 6-12): 00 **Total # - All Ages (Ages 0-18):** 4,000

(18b) Total Participation: Audience/Attending: 29,600 Performing/Instructing 120
 (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? GableStage is seeking funds to support its 2009-2010 Season at the historic Biltmore Hotel in Coral Gables. Award-winning playwrights, actors, designers, and director Joseph Adler will collaborate to present **6 new cutting-edge productions** in the tradition of past productions, which have garnered statewide and national recognition for GableStage as one of the leading theatres in South Florida. **HOW?** Since taking up residence at the historic Biltmore Hotel, tourist attendance has more than **doubled** in size. The Biltmore has recognized the importance of having a culturally noted and renowned theatre on its premises. Due to this recognition, the Biltmore offers returning & potential visitors with programming features such as "**Tonight at the Biltmore**" and packages such as the "**Biltmore's Deluxe Theatre Package**" which includes lodging and dining. **Co-op advertising - these offers are located in both GableStage & Biltmore promotional as well as e-marketing and website materials.** Beyond extensive co-op advertising and marketing with the Biltmore GableStage follows an extensive multilevel advertising and marketing plan throughout the Season. Each element during the season includes advertising in major Florida news papers (both print & online), brochure and postcard mailings, e-marketing, special invitations and association with Miami-Dade County programs such as Culture Shock. Major marketing pushes include but are not limited to – Season Opening, opening of each of the 6 productions, New Years Eve, Educational Programming and special fundraising events. Also included in our marketing calendar are Readings and outside fundraising events ie 24 Hour Theatre. **FUNDING** – Funding from the TDC is vital to our co-op above marketing & advertising costs. The grant also allows us to provide the Biltmore with the substantiation of the necessity of co-op support between both parties. **ROOMS** - Due to an exciting 09-10 planned Season and a well known New Year's Eve Special Theatre Event we anticipate an increase of 20% (approx. 225 rooms last year) stay at the Biltmore (Nights & Dinner pkgs). Because of the success of previous years, the Biltmore Hotel does not require us to block rooms for the entire season and works with us on an as-needed basis – although an estimation is done based on last year's numbers and this year's season of event. We estimate over 25,000 patrons to participate during our season at which anytime patrons are offered rooms at special rates. **WHEN?** GableStage's 2009-2010 Season begins officially in October 2009 and will run through September 2010. The season includes **a total of 6 (SIX)** new plays with a minimum of 135 evening and matinee performances (*not including the Educational Programs*). The season, unlike many renowned theatres in the country, runs straight through the summer, attracting winter "sun seekers" from both northern (*Canada, Europe and New England*) and southern areas (*Central and South America*) who converge upon Miami for vacations, business travel and entertainment. **REASONS TO BE PRETTY** (Oct 24 – Nov 22, 2009), **FARRAGUT NORTH MACHINE** (Dec 26, 2009 – January 24, 2010) ***Special NEW YEAR'S EVE / FUNDRAISING** (Dinner & Play Event), **BLASTED** (Feb 20 – Mar 21, 2010), **THE QUARREL** (April 17 – May 16, 2010), **SPEECH & DEBATE** (June 12 – July 11, 2010) and **FIFTY WORDS** (Aug 7 – Sept 5, 2010) *Each season we expect over 28,000 participants (including 1,500 members and 4-5,000 students. **Both **THE QUARREL** and **SPEECH & DEBATE** will be used as part of our Educational Program/ Special School Performances. **WHERE?** GableStage is located within the main structure of the Biltmore Hotel at 1200 Anastasia Ave, in Coral Gables, Florida. **WHY?** The Biltmore Hotel is not only one of Florida's most prestigious hotels, it is also a cultural icon that represents the very best of Coral Gables and what South Florida has to offer to visitors, tourists and business travelers alike. The hotel's reputation for excellence in service and facilities attracts some of the world's most influential business, entertainment, financial and political personalities. GableStage enhances the cultural programming at the Biltmore, thus strengthening Miami as a competitor in the pursuit of attracting new business investments and residential interests by creating a higher profile of a culturally rich and diverse metropolis.

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>155,000</u>		<u>3,000</u>	<u>152,000</u>	<u>00</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>110</u>		<u>270,000</u>		<u>4,000</u>	<u>266,000</u>	<u>00</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>18</u>		<u>75,000</u>		<u>3,000</u>	<u>72,000</u>	<u>00</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>0</u>		<u>00</u>		<u>00</u>	<u>00</u>	<u>00</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>5</u>		<u>30,000</u>		<u>00</u>	<u>30,000</u>	<u>00</u>
MARKETING/PUBLICITY				<u>50,000</u>		<u>5,000</u>	<u>45,000</u>	<u>3,000</u>
PRINTING				<u>20,000</u>		<u>5,000</u>	<u>15,000</u>	<u>00</u>
POSTAGE				<u>13,000</u>		<u>5,000</u>	<u>8,000</u>	<u>00</u>
IN-COUNTY TRAVEL				<u>6,500</u>		<u>00</u>	<u>6,500</u>	<u>00</u>
OUT OF COUNTY TRAVEL				<u>6,000</u>		<u>00</u>	<u>6,000</u>	<u>00</u>
EQUIPMENT RENTAL				<u>10,000</u>		<u>00</u>	<u>10,000</u>	<u>00</u>
EQUIPMENT PURCHASE				<u>10,000</u>		<u>00</u>	<u>10,000</u>	<u>00</u>
SPACE RENTAL				<u>48,000</u>		<u>00</u>	<u>48,000</u>	<u>3,000</u>
INSURANCE				<u>22,000</u>		<u>00</u>	<u>22,000</u>	<u>00</u>
UTILITIES				<u>18,000</u>		<u>00</u>	<u>18,000</u>	<u>00</u>
SUPPLIES/MATERIALS				<u>73,000</u>		<u>00</u>	<u>73,000</u>	<u>00</u>
OTHER COSTS (ITEMIZE BELOW):								
	MAINTENANCE /JANITORIAL			<u>00</u>		<u>00</u>	<u>00</u>	<u>2,000</u>

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

25,000

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

806,500 = **25,000** + **781,500**

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

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

8,000

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

\$ 814,500 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	212,000	00	
CONTRACTED SERVICES	00	00	
TUITIONS	00	00	
CORPORATE SUPPORT	126,000		
FOUNDATION SUPPORT	90,000		
PRIVATE/INDIVIDUAL SUPPORT	79,500		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____	00		
STATE _____	10,000		
LOCAL _____	129,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Memberships	110,000		
Board Members	25,000		
	00	5,000	BOARD#S - ALSO INCLUDED IN CORPORATE & FOUNDATIONS
	00	3,000	BILTMORE - SPACE RENTAL DISCOUNT & JANITORIAL SERV.
	00		ADV - THE MIAMI HERALD
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	\$25,000		

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

\$806,500

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

\$8,000

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

\$ 814,500

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

Agenda Item No.: B-4

ORGANIZATION: Miami Bach Society, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Tropical Baroque Music Festival XI

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: February 27, 2010 - March 7, 2010

EVENT LOCATION: Various venues in Coral Gables

DESCRIPTION:

Funds are requested to support the 11th International Early Music Festival presented by the Miami Bach Society from February 27th through March 7, 2010. This year's festival will feature virtuosic musicians from Europe, South America and the United States performing classical music written before 1800 in a variety of venues in the city of Coral Gables. Publicity will highlight the beautiful music for for the enjoyment of local residents and visitors alike. It will encourage the latter to enjoy other local cultural events, recreational facilities and tourist-oriented amenities, such as retail shops and restaurants, as well.

HOTEL CONFIRMATION:

Biltmore Hotel - Pending

Hotel Room Nights at the time of submission: 0

room nights anticipated: 190 Actual room nights used last year: 220

OUTSIDE MEDIA:

Coral Gables Television (Pending); WKCP Radio (Pending)

PREVIOUS TDC FUNDING:

(\$6,000 (08-09) - End of Cycle); \$7,200 (07-08); \$8,000 (06-07); \$9,000 (05-06); \$10,000 (04-05); {\$5,900 (03-04) - End of Cycle}; \$4,900 (02-03); \$5,400 (01-02); \$6,300 (00-01); \$7,000 (99-00)

OTHER GOVERNMENT FUNDING:

City of Coral Gables - \$10,000 (pending)

Festivals - \$55,000

Federal - \$13,000

State - \$7,000

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):

The Miami Bach Society, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: P.O. Box 4034

City: Coral Gables State: FL Zip: 33114 Website: www.miamibachsociety.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1984

(7) FEI#: 59 - 2429-406

(8) State of Incorporation: FL

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

(10) Name: Kathryn B. Gaubatz

Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

Phone (day): (305) - 669-1376 ext.

Email: jgaubatz@msn.com

Fax: (305) 669 - 1376

Phone (other): (305) 661-2481 - ext.

PROJECT INFORMATION

(11) Project Title: Tropical Baroque Music Festival XI

(12) Starting and Ending Dates: 2/27/10 - 3/7/10

(13) Starting and Ending Times: 6:00 - 10:00 p.m.

(14) Address or Location of Project: Venues in Coral Gables, See attached concert schedule.)

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

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

(16) Miami-Dade Commission District: # 10

Florida State Senate District: # 37

Florida State House District: # 11

U.S. Congress District: # 39

(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):

5 # of Infants/Preschool (Ages 0-

150 # of Youth (Ages 13-

45 # of Children (Ages 6-12):

Total # - All Ages (Ages 0-18): 200

(18b) Total Participation 5,329
 (All Adults PLUS All Children)

Audience/Attending: 5,200

Performing/Instructing: 129

(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

Tropical Baroque Music Festival XI features eight concerts of the music from the Baroque era (1700-1800) performed in beautiful locations throughout Coral Gables. It will feature the finest musicians from abroad as well as those of Miami-Dade County. It will include: Saturday, February 27, 2009, 8:00 p.m., Concerto Soave, renowned ensemble from Marseille in France, under the direction of Jean-Marc Aymes, returning to perform Italian Baroque favorites with virtuoso soprano, Maria Cristina Kiehr, at St. Philip's Episcopal Church, Cornucopia Tropica, a new ensemble under the direction of Brian Neal, formerly of the Dallas Brass, performing Baroque brass favorites at the Biltmore Hotel, Sunday, February 28th, Monday, March 1st, Vittorio Ghielmi and Luca Pianca from Italy playing the lute and the viola da gamba, perform at the Coral Gables Congregational Church at 8:00 p.m.. Tuesday, March 2nd at 8:00 p.m. the Orland consort from England will perform at the Riviera Presbyterian Church at the Festival for first time. On Wednesday, March 3rd, at 8:00 p.m. Oberlinger-Rieger Duo will give a premier performance at the Danielson Gallery at the Biltmore Hotel. Thursday, Capilla del Sol from Buenos Aires, Argentina play music from the missions written during the Baroque era, at St. Thomas Episcopal Church and on Friday, March 5th also at 8:00 p.m. Jorge Cometti, Director of the Museo of Arte Hispano Americano will lecture at the Church of the Little Flower Comber Hall, or Coral Gables City Hall) about the photographs of the missions in Argentina, where the Latin American early music was found. The Festival closes with a surprise young performer from New York, who is eight years old and plays the cello. And the new director of Alliance Francaise has offered to open his facility for master classes to be given by the visiting musicians.

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

WKCP Classical South Florida is our media sponsor. It will be playing c.d.s of artists who are appearing in the Festival as well as introducing at least two concerts to be rebroadcast later in the season to listeners in this region. Michael Barone, host of **Pipedreams** will introduce and record the concerto Soave Concert which will be rebroadcast in part on his nationally syndicated program.

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>	\$60,000				\$60,000	\$10,000
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>	\$20,000				\$20,000	\$20,000
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>	\$10,000				\$10,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>62</u>	\$69,000		\$10,000		\$59,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>12</u>	\$36,000				\$36,000	
MARKETING/PUBLICITY			\$34,000		\$15,000		\$19,000	\$29,000
PRINTING			\$10,000				\$10,000	
POSTAGE			\$4,200				\$4,200	
IN-COUNTY TRAVEL			\$2,600				\$2,600	
OUT OF COUNTY TRAVEL			\$39,700				\$39,700	
EQUIPMENT RENTAL			\$8,000				\$8,000	
EQUIPMENT PURCHASE			\$4,000				\$4,000	
SPACE RENTAL			\$10,000				\$10,000	\$40,000
INSURANCE			\$3,000				\$3,000	
UTILITIES			\$2,000				\$2,000	
SUPPLIES/MATERIALS			\$3,000				\$3,000	
OTHER COSTS (ITEMIZE BELOW):								
	LODGINGS		\$19,110				\$19,110	

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

\$25,000

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

\$356,610 = **\$25,000** + **\$331,610**

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

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

\$89,000

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

\$ 445,610 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	\$50,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	\$68,000	\$69,000	
FOUNDATION SUPPORT	\$25,000		
PRIVATE/INDIVIDUAL SUPPORT	\$79,385	\$20,000	
GOVERNMENT GRANTS (Identify source)			
F FEDERAL \$13,000	\$13,000		
STATE Arts Grant \$7,000	\$7,000		
County (Festivals) %44,225			
City (Coral Gables)			
LOCAL \$10,000	\$54,225		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Fund Raisers	\$10,000		
Program Ads	\$15,000		
Bach's Boutique	\$10,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	\$25,000		

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

\$356,610

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

\$89,000

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

\$ 445,610

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

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

Agenda Item No.: B-5

ORGANIZATION: National Gay and Lesbian Task Force Foundation, Inc. **GRANT REQUEST:** \$10,000

TITLE OF EVENT: Winter Party Festival 2010

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: March 2, 2010 - March 8, 2010

EVENT LOCATION: Various in Miami Beach

DESCRIPTION:

Funds are requested to support Winter Party Festival 2010, a world-class celebration featuring over 20 events, including fashion, art, dance music, food and wine on March 3 - March 8, 2010. The week of events includes diverse activities at popular restaurants, hotels, nightclubs and museums in Miami Beach. The five-day festival is expected to attract 10,000 visitors to the area.

HOTEL CONFIRMATION:

Doubletree Surfcomber Hotel
Townhouse Hotel

Hotel Room Nights at the time of submission: 615

room nights anticipated: 2500 Actual room nights used last year: 2197

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

(\$5,000 (08-09) - End of Cycle); \$5,600 (07-08); \$6,400 (06-07); \$7,200 (05-06); \$8,000 (04-05)

OTHER GOVERNMENT FUNDING:

MB VCA - \$45,000 (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):

831104013

National Gay and Lesbian Task Force Foundation

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1325 Massachusetts Avenue NW

City: Washington State: DC Zip: 20005 Website: www.thetaskforce.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1973

(7) FEI#: 52 - 1624852 (8) State of Incorporation: New York

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

(10) Name: Amanda Decetise Mr. Mrs. Ms. Miss Dr.

Title: Professional Consultant Phone (day): (646) 483 - 9070 ext.

Email: adecetise@hotmail.com Fax: () - Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: National Gay and Lesbian Task Force Winter Party Festival

(12) Starting and Ending Dates: 3/3/10 - 3/8/10 (13) Starting and Ending Times: 8:00 am - 4:00 am

(14) Address or Location of Project: 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: # 2 Florida State Senate District: # 36

Florida State House District: # 108 U.S. Congress District: # 17

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

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

(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): 0**

(18b) Total Participation: Audience/Attending: 10,000 Performing/Instructing: 720
(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 National Gay and Lesbian Task Force's (the Task Force) Winter Party Festival (WPF) is a five-day celebration in Miami, FL for members of the lesbian, gay, bisexual and transgender (LGBT) community and friends. As you well know, since taking over WPF in 2004, the Task Force has transformed the festival from a one-time dance party charity event to a significant large scale event and true cultural festival. WPF serves as a major tourism generator to Miami-Dade County, bringing over 10,000 attendees to Miami from national and international cities.

Winter Party Festival positions Miami Beach as a premiere tourism destination and spurs business for local businesses, vendors and merchants. The 2010 Winter Party Festival will once again host a number of in-store events on Lincoln Road to drive participants to local businesses. This includes shopping events at Diesel, Sephora and others. In 2009, Winter Party Festival contracted 610 hotel nights with the Doubletree Surfcomber Hotel alone. In addition, 1,587 hotel room nights were utilized in hotels throughout Miami Beach, according to on-line survey respondents. We expect to secure at least as many hotel room nights in 2010 with 615 currently contracted with the Doubletree Surfcomber.

Winter Party Festival is a strategically planned and executed event, designed to create a mutually beneficial relationship for our guests and sponsors, while helping charities that serve the LGBT population. Two-thirds of the proceeds from the event benefit community-based organizations in South Florida with the remaining third benefitting the Task Force). Since 1994, Winter Party Festival and the Miami Recognition Dinner have contributed over \$2,000,000 to community organizations in South Florida and to the Task Force.

Winter Party Festival continues to grow its reach and increase its visibility each year with local, national and international attendance and media. In 2009, total print and online advertising impressions were well over 14 million. The event was covered by local, regional, national and international media, both print and online, as well as Bravo, Logo and other cable channels. With the support of the Tourist Development Council grant, in 2009 we launched an aggressive marketing campaign focused on showcasing Miami Beach and increasing attendance to the festival in light of a grim economic climate. The 2010 marketing plan is modeled on the success of strategies employed in 2009 and includes a combination of print and online advertising, outreach through promotional partners and a coordinated media strategy (see attached media plan).

The 2010 WPF will take place from March 3, 2010 – March 8, 2010 with no principal competitors during this time frame—neither nationally or internationally. We are still in the process of finalizing the 2010 schedule. It will include over twenty events, including: Welcome Reception (free, DoubleTree Surfcomber Hotel); Beach Party (\$75/95, VIP \$125/135); women's events (Women's Cocktail Reception, Jazz Brunch, etc. \$15/20, locations TBD); Pool Party (\$30/40 at DoubleTree Surfcomber Hotel); Glamour Unleashed (\$40/50, location TBD); in-store events at Kiehl's and others on Lincoln Road. In addition, we will be hosting WPF events at several area nightclubs, including (but not limited to) Score, Cameo, Karu-Y and others. All dance events will charge admissions of \$50.00-75.00.

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		56,670		56,670	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:			34,000		34,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:			50,000		50,000	10,000
MARKETING/PUBLICITY				68,920	10,000	58,920	148,991
PRINTING				15,000		15,000	
POSTAGE				1,000		1,000	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL				37,330		37,330	
EQUIPMENT RENTAL				142,950		142,950	
EQUIPMENT PURCHASE							
SPACE RENTAL				11,800		11,800	
INSURANCE				15,000		15,000	
UTILITIES				1,500		1,500	
SUPPLIES/MATERIALS				8,500		8,500	8,000
OTHER COSTS (ITEMIZE BELOW):							
	BEACH DESIGN FEE			39,000		39,000	
	CLUB/POOL EVENTS DECOR			11,000		11,000	
	GRANTS			213,753		213,753	
	CATERING			23,650		23,650	10,000
	EVENT LABOR CLEAN UP			17,300		17,300	
	MIAMI OFFICE OVERHEAD			22,627		22,627	

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

10,000

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

770,000

 = 10,000 + 760,000

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

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

176,991

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

\$946,991

 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	577,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	25,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	8,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL Miami Beach VCA	40,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
DRINK/RAFFLE TICKETS	87,000		
MERCHANDISE/PROGRAM ADS	11,000		
MARKETING/PUBLICITY		148,991	SEE ITEMIZED MARKETING
BEACH DESIGN		10,000	TOM BERCU DESIGNS
DONATIONS AND FEES	12,000		
CATERING/SUPPLIES		18,000	GAY DAR/VOLUNTEER FOOD
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	10,000		

(49) TOTAL CASH REVENUES
(MUST EQUAL #45 ON PAGE 7) 770,000

(50) TOTAL IN-KIND CONTRIBUTIONS
(MUST EQUAL #46 ON PAGE 7) 176,991

(51) TOTAL PROJECT REVENUES
(MUST EQUAL #47 ON PAGE 7) \$946,991 * Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: B-6

ORGANIZATION: United Haitian American Artists, Inc.

GRANT REQUEST: \$10,000

TITLE OF EVENT: 22nd Annual Haitian Independence Day Gala

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: December 31, 2009

EVENT LOCATION: Adrienne Arsht Center

DESCRIPTION:

Funds are requested to support the presentation of the most established Haitian Independence celebration in South Florida. The Haitian Independence Day Gala, presented on January 1, 2010 features numerous internationally known Haitian singers, dancers, performers and celebrity guests, hosted by the well-known Haitian performance artist, Ms. Farah Juste.

HOTEL CONFIRMATION:

Hyatt Regency (15 room nights)

Hotel Room Nights at the time of submission: 15

room nights anticipated: 45 Actual room nights used last year: 45

OUTSIDE MEDIA:

TV: HTN; Island TV

Radio: Radio Carnaval, WLRN, WDNA, WLQY

PREVIOUS TDC FUNDING:

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

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 (10/01/08-12/31/08) Third Quarter (04/01/09-06/30/09)
 Second Quarter (01/01/09-03/31/09) Fourth Quarter (07/01/09-09/30/09)

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): 832370881
United Haitian American Artists, Inc. FOR MORE INFO CONTACT: WWW.DNB.COM

Organization Address: 15002 NE 12th Av

City: Miami State: FL Zip: 33161 Website: na

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 87 - 0693426 (8) State of Incorporation: FL

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

(10) Name: Yanick Desgranges aka Farah Juste (stage name) Mr. Mrs. Ms. Miss Dr.

Title: President Phone (day): ((305) 944- 4348 ext.

Email: kdre1804@yahoo.com Fax: () - Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 21st Annual Haitian Independence Day Gala

(12) Starting and Ending Dates: 12/31/09 - 01/01/10 (13) Starting and Ending Times: 9pm to 1am

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

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

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens

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

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

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

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

(18) Expected Participation: 5,000

(18a) Numbers of children to be served

of Infants(0-5): 0 # of Youth (Ages 13-18): 125

of Children (Ages 6-12): 25 **Total # - All Ages (Ages** 150

(18b) Total Participation: Audience/Attending: 5000 Performing/Instructing: 40
(All Adults PLUS All

(19) Primary Population: Children At-Risk Youth/Adults Persons with Disabilities
(check only one) Senior Citizens Minorities General

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

The 2010 Annual Haitian Independence Day Gala is a musical concert (in its 22nd year) with the participation of renowned artists from around the United States, Canada, and Haiti. In the past, performers have included Gina Oriole (Jazz singer), KC Kouidyay (Haitian band), Bemol Telfor (Keyboard player, bandleader) Erol Christophe (soloist) Eddy François (popular local vocalist), Tines Salvant (popular vocalist), Gina Duperville (romance vocalist), Margarete Laurent (soloist), and more. The event is one of the largest and definitely the best-established celebration of Haitian independence outside of Haiti. We feature live music from numerous performers, dancing, plays and other artistic expressions. This is a very popular and well-respected show among the Haitian community and supporters of Haitian art and culture.

The target audience includes Haitians from the tri-county area as well as tourists from Haiti, New York, and Canada that are attracted the Gala. This well established and popular event draws tourists because of its reputation and the artists that participate. This celebration also draws tourists throughout the state who travel to South Florida every year specifically for the Haitian Independence Day Gala. Our annual participant goal is 5,000.

The timeline for this event required one venue on the eve of January 1, 2010, the Anniversary of Haitian Independence from French colonial rule. This single event takes place in the evening from 8 PM until 12:30 PM; however planning for the event begins many months prior. Only one performance and no encores. Venue for The Independence Day Gala is The Adrienne Arsht Center for the Performing Arts of Miami-Dade County, with the headliner of the show as Farah Juste.

The Haitian Independence Day Gala is a prestigious event in South Florida and deserves the continued support of Miami-Dade County and the Department of Cultural Affairs. This event is of high quality, very well attended and is an institution in this Miami-Dade community. The Tourist potential for this event, both Haitian and non-Haitian is high, and with proper support, can increase the media attention of the show and its benefits to the County.

Our marketing efforts include

Financial Assistance from the Tourst Development Council will asisst the United Haitian American Artists with outside artist, marketing, and equipment, fees. These items and areas are critical components of a more attaractive event and thus attracting more tourists. There are no other organizations involved, so UHAA needs crucial financial assistance from the TDC. Please be aware the the organization's budget is the same annually, there this year's budget is the same as is previous years...

PROJECT EXPENSE BUDGET 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: 1	7,000				7,000	
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: 16	10,400		5,000		5,400	
						1,500	24,000
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: 4	1,500					
MARKETING/PUBLICITY		15,000		2,500		12,500	
PRINTING							
POSTAGE		300				300	
IN-COUNTY TRAVEL		5,725				5,725	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		35,000		2,500		32,500	
EQUIPMENT PURCHASE							
SPACE RENTAL		27,000				27,000	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS		4,500				4,500	
OTHER COSTS (ITEMIZE BELOW):							

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

10,000

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

106,425

= 10,000

+ 96,425

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

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

24,000

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

\$ 130,425

Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 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	15,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	20,425	24,000	Administrative Staff
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	36,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	25,000		
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	10,000		

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

106,425

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

24,000

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

\$130,425

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

Please be aware that the organization's budget is the same annually, therefore this year's budget is the same as in previous years...the organization provides or supports no other activities.

Agenda Item No.: C-1

ORGANIZATION: Creation Ballet II Company, Inc. d/b/a Creation Art Center **GRANT REQUEST:** \$15,000

TITLE OF EVENT: The Lorca Theater Festival

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: March 26 - April 18, 2010

EVENT LOCATION: Lehman Theater at the Miami Dade College, North Campus

DESCRIPTION:

Funds are requested to support The Lorca Theater Festival, which will celebrate the Spanish- language theater of Federico Garcia Lorca, one of the most tresured poets and dramatists of the twentieth century. The festival will stage three of Lorca's plays in repertory from March 26th through April 18, 2010, in the Lehman Theater at the Miami Dade College, North Miami Campus.

HOTEL CONFIRMATION:

Pending

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING:

N/A

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):

142670525

Creation Ballet II Company, Inc. d/b/a Creation Art Center

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 900 SW 1st Street, Ste 306

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

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1983

(7) FEI#: 59 - 2420408

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/05/09 Time: 10:30AM

(10) Name: Regina Moore

Mr. Mrs. Ms. Miss Dr.

Title: Grants Writer

Phone (day): (305) 987 - 1421 ext.

Email: reginabm@bellsouth.net

Fax: (305) 549 - 7771

Phone (other): (305) 549 - 7711 ext.

PROJECT INFORMATION

(11) Project Title: The Lorca Theater Festival

(12) Starting and Ending Dates: Mar 26 – Apr 18, 2010 (13) Starting and Ending Times: 8:00PM – 10:00PM

(14) Address or Location of Project: Lehman Theater at the Miami Dade College, North Miami Campus

(15) Municipality in which project will take place (use codes): Primary: # 06 Secondary: # __

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

(16) Miami-Dade Commission District: # 07 Florida State Senate District: # 36

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

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

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

(18) Expected Participation (# of individuals): 3,000+

(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): 250

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

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

Audience/Attending: 3,000+

Performing/Instructing 23

(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 - Creation Art Center (CAC) will present for the first time the Lorca Theater Festival in Miami-Dade County. The Lorca Theater Festival will celebrate the theater style of Federico Garcia Lorca, one of Spain's most treasured poets and dramatists of the twentieth century. The festival will stage three of Lorca's plays in Spanish – (1) a Tragedy: La Casa de Bernarda Alba, "The House of Bernarda Alba", (1936); (2) a Comedy: La Zapatera Prodigiosa, "The Shoemaker's Prodigious Wife", (1930); and (3) a Surrealistic Play: El Amor de Don Perlimplín con Belisa en su Jardín, "The Love of Don Perlimplín with Belisa in his Garden" (1928). This new festival gives a unique opportunity for people to comprehend the magnificent work of the Spanish playwright Federico Garcia Lorca. In conjunction with the festival there will be a symposium based on the work of Federico Garcia Lorca. The symposium will take place after each performance and will be hosted by distinguished personalities of the literary world. This event will be in Spanish and the admission will be \$20 per person. The tickets will have discounts for students and elderly. Plus the organization will participate in the Culture Shock and Golden Ticket Programs.

How - Miami-Dade County has a large and diverse Latin community, which has been underserved in terms of arts & culture. CAC activities will serve the local Hispanic community with high quality artistic work. The Lorca Theater Festival will attract visitors and media from out of the county and out of the country by offering a unique theater festival. There is a great demand for Hispanic cultural activities to preserve the language and deep theater traditions. The Festival will offer cultural and educational programming for this population.

When/Where - The three plays will be presented in repertory. The audience will see the festival in a period of three days (one play per day) on Friday, Saturday and Sunday during 4 weeks. The festival will take place from March 26th through April 18th, 2010. This festival will be held at the Lehman Theater in the Miami Dade College, North Miami Campus. The organization expects that 3,000+ will attend this festival. This event will help bring cultural life to the area.

Marketing/Sponsors - The Lorca Theater Festival will receive advertising coverage in TV, radio and newspapers. The broadcasting will be done at local Hispanic radio stations and TV channels. Print ads will be placed in local, regional and national Hispanic newspapers. The company will develop email blasts, and will promote its activities through its website www.creationartcenter.org. The company will develop a viral marketing campaign using social networks (Facebook, Twitter, etc) to create awareness of the Lorca Theater Festival and interact with theater lovers. CAC's Hispanic media sponsors include: Univision 23, Telefutera 69, WQBA 1140 AM, AMOR 107.5, Radio Mambi 710AM and Radio Paz 830AM. The sponsor hotel is Seacoast Suites Hotel in Miami Beach, which has blocked 4 rooms for 12 nights.

Artists - The plays will be directed by Max Ferra, who has a tremendous experience in Lorca's work and has 40 years of experience in running the New York City's INTAR Hispanic American Arts Center. Mr. Ferra has produced over 150 works by both emerging and established Latino playwrights from the US, Latin America and Spain. The festival will be performed by professional actors from all over Latin America. There will be 14 actors (9 females and 5 males). The selection of actors will be done through a general audition. **TDC Funding/Other Organizations** – The TDC funds will help CAC to produce high quality theater plays, and to pay for Festival's advertising fees. This will allow the company to invest in the regional and national Hispanic media - attracting Hispanic tourists. The company has a strong relationship with Miami-Dade College and its school of arts. The theater associate director, Max Ferra, teaches acting classes in Actors Arena Theater Program at the Miami-Dade College North Campus. In January 2010, it will announce the plays audition through ads in local Spanish-language press (e.g. El Nuevo Herald); it will select the actors through general audition.

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>	11,000		0		11,000	1,000
ARTISTIC:	NUMBER OF ARTISTS: <u>0</u>	0		0		0	0
TECHNICAL:	NUMBER OF EMPLOYEES: <u>3</u>	4,500		0		4,500	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>14</u>	39,000		7,500		31,500	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>3</u>	2,500		0		2,500	0
MARKETING/PUBLICITY		24,500		7,500		17,000	20,000
PRINTING		2,000		0		2,000	0
POSTAGE		1,000		0		1,000	0
IN-COUNTY TRAVEL		1,000		0		1,000	2,000
OUT OF COUNTY TRAVEL		1,000				1,000	1,000
EQUIPMENT RENTAL		5,000		0		5,000	0
EQUIPMENT PURCHASE		0				0	0
SPACE RENTAL		5,000		0		5,000	5,000
INSURANCE		2,000		0		2,000	0
UTILITIES		1,500		0		1,500	0
SUPPLIES/MATERIALS		1,500		0		1,500	0
OTHER COSTS (ITEMIZE BELOW):							
	THEATER UNION FEES	5,000		0		5,000	0
	SET PRODUCTION EXPENSES	4,000		0		4,000	0
	COSTUMES PRODUCTION EXPENSES	4,000		0		4,000	0
	ROYALTIES	2,000		0		2,000	0

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

15,000

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

116,500 = **15,000** + **101,500**

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

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

29,000

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

\$ 145,500 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	38,000	0	
CONTRACTED SERVICES	0	0	
TUITIONS	0	0	
CORPORATE SUPPORT	22,000	23,000	UNIVISION, AMOR 107.5FM, SEACOAST HOTEL, DIARIO LAS AMERICAS
FOUNDATION SUPPORT	10,000	0	
PRIVATE/INDIVIDUAL SUPPORT	5,000	1,000	VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____	0	0	
STATE _____	0	0	
LOCAL <u>Miami-Dade HCJ</u>	20,679	5,000	THEATER RENTAL WAIVER FEE
APPLICANT CASH ON HAND	5,821	0	
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)

116,500

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

29,000

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

\$ 145,500

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

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

Agenda Item No.: C-2

ORGANIZATION: National Marine Manufacturers Association (NMMA)

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami International Boat Show & Strickly Sail

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: Feb 11- 15, 2010

EVENT LOCATION: Miami Beach Convention Center and Sea Lisle Marina Y Yachting

DESCRIPTION:

Funds are requested to support an extensive marketing and public relations plan for the Miami International Boat Show and Strictly Sail that is scheduled for February 11 - 15, 2010. These marketing efforts are required to continue to attract the attendance of over 100,000 people annually to Miami Beach, including attendees from over 80 countries and all 50 states. Our mission is dedicated to creating and promoting an event where exhibitors can showcase their products and consumers can purchase high-quality marine merchandise and services in an engaging and enjoyable environment.

HOTEL CONFIRMATION:

Courtyard by Marriott Miami Beach Ocean Front (173 rooms); Doubletree Ocean Point Resort & Spa (180 rooms); Hyatt Regency Suite (303 rooms); Hyatt Summerfield Suite (152 rooms); JW Marriott Hotel Miami (150 rooms); Miami Marriott Biscayne bay (910 rooms)

Hotel Room Nights at the time of submission: 2,120

room nights anticipated: 1,200

Actual room nights used last year: 959

OUTSIDE MEDIA:

Radio: WHDR; Clear Channel Radio; WQAM; WMXJ
TV: WSVN Channel 7; Comcast Spotlight Cable; WPLG; CBS4

PREVIOUS TDC FUNDING:

N/A

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): National Marine Manufacturers Association (NMMA) **08-042-6315**
FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 200 East Randolph Drive, Suite 5100

City: Chicago State: IL Zip: 60601 Website: www.nmma.org

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 36-2369301 (8) State of Incorporation: Delaware

(9) Required Pre-application Consultation: Date: 10/9/2009 Time: 3:00 pm

(10) Name: Cathy Rick-Joule Mr. Mrs. Ms. Miss Dr.

Title: V.P. Southern Shows Phone (day): (954) 441 - 3231 ext.

Email: crick-joule@nmma.org Fax: (954) - 430-4171 Phone (other): (786) 412 - 4014 ext.

PROJECT INFORMATION

(11) Project Title: Miami International Boat Show & Strictly Sail

(12) Starting and Ending Dates: February 11-15, 2010 (13) Starting and Ending Times: 10a-6p Th. & Mon., 10a-8p Fri.-Sun.

(14) Address or Location of Project: Miami Beach Convention Center and Sea Isle Marina & Yachting Center

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

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 35
Florida State House District: # 106 U.S. Congress District: # 18
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

(17) Primary Audience: White, Not Hispanic Hispanic Caribbean General (no specific emphasis)
(check only one) Black, Not Hispanic Asian Other (specify): Male ages 35-54

(18) Expected Participation (# of individuals): 100,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED): 6,332

of Infants/Preschool (Ages 0-5): 1,932 # of Youth (Ages 13-18): 850

of Children (Ages 6-12): 3,550 Total # - All Ages (Ages 0-18): 6,332

(18b) Total Participation: 100,000 Audience/Attending: 63,787 Performing/Instructing: 36,213
(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 project is The Miami International Boat Show & Strictly Sail is the marine industry's premier event hosting up to 100,000 annually. This show is regarded as one of five of the largest boat shows in the world and is ranked as the 8th largest trade show in the United States. This 5 day event hosts more than 2,000 exhibitors from around the world, filling the Miami Beach Convention center and the Sea Isle Marina & Yachting Center with thousands of boats and hundreds of booths showcasing the latest gear and accessories.

All of the money produced by the Miami International Boat Show & Strictly sail goes back into the marine industry. Whether we are fighting legislative issues that threaten recreational boating or working to ensure the protection and safety of maratees, our money is funneled back into the marine industry and the marine environment. We secure lobbyist in all 50 states that work toward keeping water access viable and help to balance boating with the needs of the environment. Florida has the highest number of registered boaters in the United States with the highest percentage of those registered boat owners living and boating in South Florida. The requirements of these boaters are serviced by the money produced by the Miami International Boat to ensure their future in boating.

The show provides gratis space to several Florida organizations like Florida Fish & Wildlife, Florida Department of Environmental Protection, local Coast Guard and Coast Guard Auxillary, Border and Customers, Shake A Leg, Kids Build A Boat, to name a few. All of these organizations provide an education component to our show offering information on boating safety, boating regulations, clean boating, etc. We also provide seminars free of charge that educate boaters on a variety of topics to enhance their boating experience. We are working this year on providing injured vets the opportunity to visit our show free of charge as well with Shake A Leg to get veterans out on the water through their program.

Nearly every hotel from the south point of South Beach to Ft. Lauderdale is booked with exhibitors and attendees of the Miami International Boat Show & Strictly Sail and any business asked will tell you that the week of the show is the busiest time they will have all year.

The show's economic impact as proven in 2005 Economic Impact Study proved an economic impact in excess of \$817.8 million, and supported 9,030 full-time jobs. The study showed that 41% of attendees were out-of-state visitors who spent an estimated \$64.6 million on travel-related goods and services during the show's five day run. Out-of-state exhibitors expended an estimated \$12.9 million on travel-related goods and services. This information is based on a study conducted by Thomas J. Murray & Associates in conjunction with the University of Florida.

The extensive marketing plan coupled with the long standing reputation of the Miami International Show will bring consumers from all 50 states and over 80 countries.

Show dates are Thursday, February 11, through Monday, February 15, 2010. Many of the exhibiting companies are hosting a variety of events through the South Beach and Miami area to entertain their out of state and out of country dealers and trade associates. The engine manufacturer exhibitors alone invite over 3,000 European and Asian dealers to attend the show kicking off their relationship for the year.

The fully integrated marketing plans include paid media along with national public relations. Media plans include national endemic (boating) magazines, statewide cable, local TV, radio and newspaper and national online and email campaigns. Public relations efforts span from international media to the local Miami media, including print, TV, radio and online coverage.

Other organizations involved in the event production are Champion Exposition Services, Edd Helms Electrical, Prime Event Group, Elite Tents, Dock & Marine, ABF Freight System, Local Unions 1175/786/469, and Transportation Management Services.

TDC funding will be critical in maintaining the dollars required to market this prestigious event to the world.

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>13</u>				<u>\$41,302</u>	
		<u>\$41,302</u>					
ARTISTIC:	NUMBER OF ARTISTS:	<u>8</u>				<u>\$24,000</u>	
		<u>\$24,000</u>					
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1,900</u>				<u>\$779,899</u>	
		<u>\$779,899</u>					
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>0</u>				<u>0</u>	
		<u>0</u>					
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>				<u>\$37,500</u>	
		<u>\$37,500</u>					
MARKETING/PUBLICITY		<u>\$48,425</u>				<u>\$48,425</u>	
PRINTING		<u>\$24,295</u>				<u>\$24,295</u>	
POSTAGE		<u>\$9,100</u>				<u>\$9,100</u>	
IN-COUNTY TRAVEL		<u>\$42,800</u>				<u>\$42,800</u>	
OUT OF COUNTY TRAVEL		<u>0</u>				<u>0</u>	
EQUIPMENT RENTAL		<u>\$432,935</u>				<u>\$432,935</u>	
EQUIPMENT PURCHASE		<u>\$55,000</u>				<u>\$55,000</u>	
SPACE RENTAL		<u>\$1,196,052</u>				<u>\$1,196,052</u>	
INSURANCE		<u>\$65,322</u>				<u>\$65,322</u>	
UTILITIES		<u>\$278,707</u>				<u>\$278,707</u>	
SUPPLIES/MATERIALS		<u>\$4,031</u>				<u>\$4,031</u>	
OTHER COSTS (ITEMIZE BELOW):							
		<u>\$44,500</u>		<u>\$25,000</u>		<u>\$19,500</u>	
MAGAZINE BUY		<u>\$137,795</u>				<u>\$137,795</u>	
TELEVISION BUY		<u>\$88,691</u>				<u>\$88,691</u>	
NEWSPAPER BUY		<u>\$59,410</u>				<u>\$59,410</u>	
RADIO BUY		<u>\$3,250</u>				<u>\$3,250</u>	
ON-LINE BUY		<u>\$137,800</u>				<u>\$137,800</u>	
BUS SERVICE							

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

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) \$3,510,814 = \$25,000 + \$3,485,814

(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 0 Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$ 3,510,814 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	\$649,567		
CONTRACTED SERVICES	\$136,125		
TUITIONS	0		
CORPORATE SUPPORT	0		
FOUNDATION SUPPORT	0		
PRIVATE/INDIVIDUAL SUPPORT	0		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____	0		
STATE _____	0		
LOCAL _____	0		
APPLICANT CASH ON HAND	\$2,700,122		
OTHER REVENUES (Itemize below)			

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

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	\$3,510,814	
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		0
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$3,510,814	* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: C-3

ORGANIZATION: New Visions For South Dade Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 2010 MLK Parade/Festival in Homestead and Florida City

RECOMMENDATION: \$15,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: Jan. 15, 2010 - Jan. 17, 2010

EVENT LOCATION: 424 SW 11th Avenue Homestead Florida 33030

DESCRIPTION:

Funds are requested to support the 2010 Dr. Martin Luther King Parade and Festival in Homestead and Florida City. Scheduled for January 15 - January 17, this weekend event is free and open to the public. Its mission is to celebrate the life works of Dr. Martin Luther King, Jr. and provide activities that is fun for the family to enjoy together. There's something for everyone, and we seek to ensure that it is clear that everyone is welcome.

HOTEL CONFIRMATION:

N/A

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING:

\$7,000 (01-02); \$4,800 (00-01); \$5,400 (99-00); \$6,000 (98-99)

OTHER GOVERNMENT FUNDING:

Community Grants - \$5,000

AUD Grant - \$1,000

**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):

New Visions For South Dade Inc.

053710542

Organization's Legal Address: P.O. Box 343796

City: Florida City State: Florida Zip: 33034 Website: newvisionmlkparadeandfestival.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1998

(7) FEI#: 31-1624820

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/01/09 Time: 3:00pm -5:00pm

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

Title: President

Phone (day): (786) 286- 8783 ext.

Email: mlkfest@yahoo.com

Fax: (786) 339-8167

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 2010 MLK Parade/Festival in Homestead and Florida City

(12) Starting and Ending Dates: 1/8,15,16,17, 2010

(13) Starting and Ending Times: 5:00pm -12:01am

(14) Address or Location of Project: 424 SW 11th Avenue Homestead, Florida 33030

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

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: # 118

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): **Diverse Audience**

(18) Expected Participation (# of individuals): **11,000**

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

of Infants/Preschool (Ages 0-5): 600 # of Youth (Ages 13-18): 1600

of Children (Ages 6-12): 1200 **Total # - All Ages (Ages 0-18): 3400**

(18b) Total Participation: 13,400
(All Adults *PLUS* All Children)

Audience/Attending: 10,000

Performing/Instructing: 1,000

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

PROJECT DETAILS

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

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? 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 January 2010, New Visions For South Dade Inc., will present a series of events in conjunction with the 2010 MLK Holiday Celebration in the cities of Homestead and Florida City. There are 4 events planned as a part of this celebration: The 2010 MLK Written Essay, The 2010 MLK Oratorical Contest, the 2010 MLK Parade, and the 2010 MLK Festival.

The 2010 MLK Written Essay is a contest open to Dade County High School Students. The winning student will write 500 word essay (or less) on the meaning of the King Holiday. That special student will research the history of the King Holiday which has significant meaning to the African-American culture and community. The internet will be the primary source of advertisement. This event is scheduled to begin in October 2009, and end on January 8, 2010.

The 2010 MLK Oratorical Contest is a contest also open to Dade County high school students. The winning student will present a 3-4 minute speech at the Phicol Williams Center (951 SW 4th Street Homestead, Florida) on Friday, January 8, 2010. The winner will receive \$500. Culturally, the art of public speaking is important to the African-American community, because it was what Dr. King was most famous for. The event is free to the public, and will be advertised on the internet, and thru the Dade County public school system.

The 2010 MLK Parade will be held on Saturday, January 16, 2010 at 12:00 Noon. The parade will begin at NW 3rd Avenue and Lucy Street in Homestead, and end at Loren Roberts Park, located at 627 NW 6th Avenue in Florida City. The highlight of the parade are the over 500 Dade County school students marching through the streets of Homestead and Florida City in celebration of the MLK Holiday. Other organizations and auxiliaries will also march and ride in the parade, representing their support for the MLK Holiday and celebration. Everyone is invited to come out and watch the parade as it winds its way thru the streets of Homestead and Florida City. Advertising for the parade includes 200 radio spots on several local radio stations and also 200 spots on local cable TV affiliates. Flyers and posters have been distributed throughout South Dade and Miami-Dade in an effort to get people to come out and watch this wonderful procession. The parade is an important symbol of unity in a community which is as diverse as any in the state of Florida.

The 2010 MLK Festival is a 3 day event which will be held from Friday, January 15, thru to Sunday, January 17, at Loren Roberts Park, located at 627 NW 6th Avenue in Florida City. The festival begins on the 15th at 4:00pm and closes that night at 12:00midnight. On Saturday, the festival will open at 2:00pm and close at 12:00midnight. The festival will conclude on Sunday, opening at 3:00pm, and closing at 12:00midnight.

TDC funding will be used primarily for advertising and security, key components to any successful event. New Visions will do what has to make this an event that can be enjoyed by every member of The family, including those who are visiting Homestead and Florida City for the very first time.

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		6,000		6,000		
ARTISTIC:	NUMBER OF ARTISTS:	600		10,000		5,000		5,000
TECHNICAL:	NUMBER OF EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	1		1,500		1,500		
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY				10,000		5,000		
PRINTING				3,000		1,500		
POSTAGE								
IN-COUNTY TRAVEL				2,600		1,300		
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL				3,000		1,500		
EQUIPMENT PURCHASE				5,000		5,000		5,000
SPACE RENTAL				1,000		1,000		
INSURANCE				1,300		1,300		
UTILITIES								
SUPPLIES/MATERIALS				1,000		1,000		1,000
OTHER COSTS (ITEMIZE BELOW):								
	SECURITY			1,500		700		800
	PERMITS			150				150
	BARRICADES			500				500
	CLEAN-UP			500				500
	PHOTOGRAPHER			1,500				1,500
	VIDEO TAPE			1,500				1,500

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

15,000

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

50,050 = 15,000 + 35,050

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

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

12,500

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

62,550 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			
CONTRACTED SERVICES		7,500	ARTISTS
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		2,000	VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Vendors			
COMMEMORATION BOOK			
EQUIPMENT DONATED TO NEW VISIONS			
CG GRANT			
POSTAGE		500	NEW VISIONS
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

40,460

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

10,000

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

50,460

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

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

Agenda Item No.: C-4

ORGANIZATION: Viernes Culturales/Cultural Fridays, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Viernes Culturales/Cultural Fridays

RECOMMENDATION: \$15,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: January 29, 2010 - March 26, 2010

EVENT LOCATION: Calle Ocho (SW 8th Street between 13 and 17 Avenues)

DESCRIPTION:

Funds are requested to support an aggressive marketing and promotional campaign and increment the number of artists and artisans associated with the production of Viernes Culturales/ Cultural Fridays, a free, out door music, art and culture festival in Little Havana on 8th Street (Calle Ocho) between 14th and 16th Avenues. The organization's mission is to promote the cultural, touristic, artistic, economic and social renaissance of Little Havana. The festival takes place the last Friday of every month and attracts over 40,000 visitors each year. Each event consists of art exhibits along the sidewalk of Calle Ocho, tours of art galleries, live music stages, a Kids Corner and Historic Walking Tours of the Little Havana area.

HOTEL CONFIRMATION:

None

Hotel Room Nights at the time of submission: _____

room nights anticipated: _____ Actual room nights used last year: _____

OUTSIDE MEDIA:

Print: Miami New Times, Mar y Pesca Magazine, Calle ocho News, Periodica Libre
Radio: Radio Paz; La Poderosa 670AM; Classical 92; El Zol 95.7; Cadena Azul 1550 AM

PREVIOUS TDC FUNDING:

N/A

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):

064-964-344

Viernes Culturales/Cultural Fridays, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 742 SW 16th Avenue

City: Miami State: FL Zip: 33135 Website: www.viernesculturales.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2000

(7) FEI#: 65 - 1030409

(8) State of Incorporation: FL

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

(10) Name: Cristina Urdaneta Mr. Mrs. Ms. Miss Dr.

Title: Executive Assistant

Phone (day): (305) 643 - 5500 ext.

Email: info@viernesculturales.org

Fax: (786) 999 - 8894

Phone (other): (786) 486 - 8700 ext.

PROJECT INFORMATION

(11) Project Title: Viernes Culturales

(12) Starting and Ending Dates: 01/29-02/26-03/26

(13) Starting and Ending Times: 6:30pm-11:00pm

(14) Address or Location of Project: Calle Ocho (SW Eight Street) between 13th and 17th avenues

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

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

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

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

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

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

(18) Expected Participation (# of individuals): 16,000

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

of Infants/Preschool (Ages 0-5): 300 # of Youth (Ages 13-18): 800

of Children (Ages 6-12): 400 Total # - All Ages (Ages 0-18): 1,500

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

Audience/Attending: 16,000

Performing/Instructing: 74

(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

Viernes Culturales/Cultural Fridays is the only event in South Florida that has been taking place every month for the last 10 years. It is an artistic and cultural fair happening right in the heart of Little Havana, on Calle Ocho (SW 8th St) between 13th and 17th av. A venue for local artists, artisans and entertainers, this free to the public monthly festival offers an opportunity to attract visitors and tourists to Dade County and experience an evening of culture with the diverse flavors of Miami. Tourists crave to experience Hispanic culture, and our event presents the best option, because it features art, music, historic walking tours and cuisine altogether in one place.

Calle Ocho is recognized all over the U.S. and the world as a tourist destination, and it is one of the places that visitors wish to see when they come down to Miami; our event provides another attraction to the famous street by spicing up one night a month and showing tourists the best of our customs, traditions and a true "Latin Fiesta".

Our event takes place the last Friday of the month, during this period we will have 3 events that this grant will finance (January 30th, February 26th and March 26th).

Big part of our success come from collaborations with other entities, Viernes Culturales is associated with several cultural and tourism organizations and one of our main partners is the GMCVB for whom we have worked in the past in numerous occasions and more recently created two special events during POW WOW (3/2009).

We have a complete marketing plan to promote our event, which includes print, radio, broadcast, and internet coverage for each monthly event. We have media agreements with radio stations such as: Radio Paz who provides us with 25 spots in the week of the event and La Poderosa, who gives unlimited promotion in Eddie Calderon's show. In addition, we have affiliations with stations such as Mega TV and GenTV who each give us 25 spots of 30 sec between the week prior and the week of the event. Funds received by TDC will enhance our attractiveness by helping us to fortify our advertising efforts.

Despite of our strong presence in Miami, our marketing efforts go beyond our locality; we try to announce our event in the tri county area, in consequence attracting visitors from Broward and Palm Beach counties, in addition to Florida's West Coast and the Keys. We are presently attracting approximately 6,000 visitors who can enjoy of outdoor performances of live music, art and craft sidewalk exhibits, 19 art galleries and some of the best International and Cuban cuisine at numerous restaurants. It also features cultural and independent films/educational programs at the Tower Theatre and a free historic walking tour of Little Havana with the renowned historian Dr. Paul George.

Now in its ninth year, the monthly social gathering attracts more than 72,000 per year and continues to shine towards the future thanks to its wide-spread popularity.

Project implementation strategies consist of:

- Writing, printing and distributing promotional materials
- Developing & distributing an audience survey
- Doing Historic/Cultural walking tours for 3 months
- Hiring new artists

**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 CONTRIBUTI ONS	
ORGANIZATION'S PERSONNEL									
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>7,000</u>		<u>1,000</u>		<u>6,000</u>	<u>1,500</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>74</u>		<u>12,800</u>		<u>5,000</u>		<u>7,800</u>	<u>2,000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	_____		_____		_____		_____	_____
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	_____		_____		_____		_____	_____
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>480</u>		<u>480</u>		<u>480</u>	_____
MARKETING/PUBLICITY		_____		<u>12,500</u>		<u>5,250</u>		<u>7,250</u>	<u>2,500</u>
PRINTING		_____		<u>100</u>		_____		<u>100</u>	_____
POSTAGE		_____		_____		_____		_____	_____
IN-COUNTY TRAVEL		_____		_____		_____		_____	_____
OUT OF COUNTY TRAVEL		_____		_____		_____		_____	_____
EQUIPMENT RENTAL		_____		<u>6,150</u>		<u>3,000</u>		<u>3,150</u>	_____
EQUIPMENT PURCHASE		_____		_____		_____		_____	_____
SPACE RENTAL		_____		<u>2,250</u>		_____		<u>2,250</u>	_____
INSURANCE		_____		_____		_____		_____	_____
UTILITIES		_____		<u>780</u>		_____		<u>780</u>	_____
SUPPLIES/MATERIALS		_____		<u>800</u>		_____		<u>800</u>	_____
OTHER COSTS (ITEMIZE BELOW):									
HISTORIC CULTURAL WALKING TOURS		_____		<u>750</u>		<u>750</u>		<u>0</u>	_____
POLICE		_____		<u>6,600</u>		_____		<u>6,600</u>	_____
_____		_____		_____		_____		_____	_____

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

15,000

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

50,210 = **15,000** + **35,210**

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

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

6,000

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

\$ 56,210 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		2,000	MIAMI ART GUIDE, CALLE 8 NEWS, PERIODICO LIBRE
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		4,000	BOARD MEMBERS & VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			SECURITY
APPLICANT CASH ON HAND	23,285		
OTHER REVENUES (Itemize below)			
Vendors Membership	2,775		
Sponsor	23,800		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	50,210	
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		6,000
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 56,210	* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: D-1

ORGANIZATION: Junior Orange Bowl Committee, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: International Tennis, Golf and Chess and National Basketball and Ice Hockey

RECOMMENDATION: \$9,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: December 3, 2009 - January 18, 2010

EVENT LOCATION: Various Locations

DESCRIPTION:

Funds are requested to support the Junior Orange Bowl's International Tennis, Golf, Chess, Basketball, ice Hockey and Sports Ability Games held from December 3, 2009 - January 18, 2010. The games consistently attract the top boys and girls from around the world.

HOTEL CONFIRMATION:

Pending

Hotel Room Nights at the time of submission: 2,960

room nights anticipated: 3100 Actual room nights used last year: 1600

OUTSIDE MEDIA:

Sunshine Network
Coral Gables TV

PREVIOUS TDC FUNDING:

\$10,000 (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) - New Cycle); (\$9,000 (02-03) - End of Cycle); \$10,500 (01-02); \$12,000 (00-01); \$13,500 (99-00); \$15,000 (98-99)

OTHER GOVERNMENT FUNDING:

FEST - (Pending)
Kaplan Learning - \$5,000
Del Monte - \$5,000
Prince - \$1,500

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): **73057582**
 Junior Orange Bowl Committee, Inc. FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1390 S. Dixie Highway, Suite 2202

City: Coral Gables State: Florida Zip: 33146 Website: www.jrorangebowl.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1978

(7) FEI#: 59 - 2189635 (8) State of Incorporation: Florida

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

(10) Name: Mark Pidal Mr. Mrs. Ms. Miss Dr.

Title: Administrative Director Phone (day): (305) 662 - 1210 ext.

Email: mpidal@jrorangebowl.com Fax: (305) 669 - 8745 Phone (other): (305) 951 - 8619 ext.

PROJECT INFORMATION

(11) Project Title: International Tennis, Golf, Chess, Sports Ability Games, Nat'l Basketball, Ice Hockey

(12) Starting and Ending Dates: Dec 3 2009 – Jan 18, (13) Starting and Ending Times: 7AM – 10:30 PM

(14) Address or Location of Project: Biltmore Hotel and others. Please See Attached Schedule for details.

(15) Municipality in which project will take place (use codes): Primary: # 3 Secondary: # 99

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

(16) Miami-Dade Commission District: # 06 Florida State Senate District: # 34

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

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

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

(18) Expected Participation (# of individuals): 3,000

(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): 2,300
 # of Children (Ages 6-12): 700 Total # - All Ages (Ages 0-18): 3,000

(18b) Total Participation: Audience/Attending: 10,000 Performing/Instructing: 3,000
 (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 Junior Orange Bowl Committee has been hosting these events for over 40 years with great success. We have over 150 members and over 1,000 volunteers to help the events run smoothly. These 6 events will collectively attract over 3,000 youth participants and over 10,000 attendees. All these events utilize over 2,000 room nights to house the participants, coaches, officials, family, and friends. The international sports events are marketed primarily through our website, youth sports magazines, sports associations, and trade publications worldwide. The Basketball Classic is marketed within the USA and Canada. The Ice Hockey Tournament focuses on attracting youth leagues from Florida and throughout the Northeast United States. Each event charges an entry fee to participate with all participants receiving a goody-bag with t-shirts and other items. We arrange transportation for participants, provide meals, and promote the use of our fine restaurants and attractions during their stay in Miami-Dade County. The International Chess Championship is promoted through Chess associations in various countries.

JUNIOR ORANGE BOWL INTERNATIONAL TENNIS CHAMPIONSHIP (12/14 – 12/23/09)

Locations: University of Miami; Miami-Dade Tropical Park, Biltmore Tennis Center, & Salvadore Park. Now in it's 48th year, this youth tournament consistently draws the top boys and girls (11-14 years) from around the world to compete. This year we expect over 1,000 players from over 80 countries. Hotels that have partnered with the tournament for special rates include: Miami Airport Marriott, Biltmore Hotel, Holiday Inn University, Hyatt Summerfield Suites, Homewood Suites.

JUNIOR ORANGE BOWL INTERNATIONAL GOLF CHAMPIONSHIP (12/16 – 12/30/09)

Location: Biltmore Golf Course

250 of the world's best junior amateur golfers ages 18 and under from 39 countries and throughout the USA tee-off in the 46th annual golf tournament that is considered the "masters of junior golf." The Biltmore Hotel arranges special room rates for participants, as well as other area hotels.

JUNIOR ORANGE BOWL INTERNATIONAL SPORTS ABILITY GAMES (12/04 – 12/06/09)

Locations: City of Miami Shake-A-Leg Docks, Miami Springs Aquatic Center and Miami-Dade Tropical Park Athletic Field. Our Sports Ability Games for the physically challenged athletes between 6 -17 years of age includes a sailing regatta, swimming, track & field and professional clinics for these athletes. Teams will come from Israel and throughout the USA.

NATIONAL GIRLS AND BOYS BASKETBALL CLASSICS (12/28 – 12/30/09)

Location: Miami-Dade College, Kendall Campus Gymnasium, Miami.

Girls and boys basketball teams from Pennsylvania, Kentucky, Illinois, Virginia, Alabama, and Florida will compete against local teams from Miami-Dade County High Schools.

INTERNATIONAL CHESS CHAMPIONSHIP (12/27 – 12/29/09)

Location: Embassy Suites Hotel, Miami International Airport

Growing in scope every year, the International Chess Championship attracts children and chess teams from Ecuador, Russia, Italy, Spain, Panama, Peru, Venezuela, Jamaica, Trinidad/Tobago, Barbados, and Canada. The Embassy Suites Hotel offers participants special room rates.

JUNIOR ORANGE BOWL ICE HOCKEY TOURNAMENT (1/15 TO 1/18/09)

Location: Kendall Ice Arena, 10355 Hammocks Blvd., Miami.

This premiere tournament will host 20 youth ice hockey teams with 5 age divisions from within Florida. This event is sanctioned and regulated by USA Hockey and Statewide Amateur Hockey of Florida (SAHOF). This will be the third youth ice hockey tournament in Miami-Dade County hosted by the Junior Orange Bowl 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>1</u>		<u>1860</u>		<u>1860</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>17000</u>		<u>17000</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				<u>2200</u>		<u>2200</u>	<u>3,000</u>
PRINTING				<u>750</u>		<u>750</u>	
POSTAGE				<u>750</u>		<u>750</u>	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				<u>3575</u>		<u>3575</u>	<u>1500</u>
EQUIPMENT PURCHASE				<u>750</u>		<u>750</u>	
SPACE RENTAL				<u>28650</u>	<u>7000</u>	<u>21650</u>	<u>15000</u>
INSURANCE				<u>3000</u>	<u>1000</u>	<u>2000</u>	
UTILITIES				<u>3000</u>		<u>3000</u>	
SUPPLIES/MATERIALS				<u>4000</u>	<u>1000</u>	<u>3000</u>	
OTHER COSTS (ITEMIZE BELOW):							
OFFICIALS & REFEREES				<u>28699</u>	<u>5000</u>	<u>23699</u>	
FOOD FOR PARTICIPANTS				<u>9000</u>		<u>9000</u>	<u>500</u>
TROPHIES & AWARDS				<u>7700</u>	<u>1000</u>	<u>6700</u>	
T-SHIRTS FOR PARTICIPANTS				<u>19015</u>		<u>19015</u>	<u>500</u>
SECURITY				<u>500</u>		<u>500</u>	

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

15000

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

130,449 = **15,000** + **115,449**

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

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

20,500

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

\$ 150,949 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	4000		
CONTRACTED SERVICES			
TUITIONS	86449		
CORPORATE SUPPORT	10000		
FOUNDATION SUPPORT	10000		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL City of Coral Gables		15000	CORAL GABLES PARKS
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Merchandise Sales	5000		
Publicity		1500	CORAL GABLES TELEVISION
Publicity		3000	WLRN
Space Rental		1000	MIAMI-DADE PARKS
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

130,449

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

20,500

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

\$150,949

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

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

Agenda Item No.: E-1

ORGANIZATION: Excel Events and Productions, LLC

GRANT REQUEST: \$15,000

TITLE OF EVENT: Miami International Triathlon (MIT)

RECOMMENDATION: \$5,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: For Profit

DATE(S) OF EVENT: March 12 - 14, 2010

EVENT LOCATION: Marine Stadium, 3501 Rickenbacker Causeway

DESCRIPTION:

Funds are requested to support the third annual Miami International Triathlon taking place in the City of Miami at the Marine Stadium every second weekend in March (12 and 14). Known for being one of the largest triathlons in the nation, and marketing the triathlon calendar as a premiere season start race for professional and amateur level athletes from 24 different countries, in 2009 over 1500 athletes swam 0.9 miles, biked 24.8 miles and ran 6.2 miles throughout the beautiful views of the City of Miami.

HOTEL CONFIRMATION:

Hotel Room Nights at the time of submission: 110

room nights anticipated: 1,000 Actual room nights used last year: 740

OUTSIDE MEDIA:

Print: Triathlete Magazine; Competitor SE Magazine

TV: VERSUS Cable

PREVIOUS TDC FUNDING:

\$5,000 (08-09)

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@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):

004460943

EXCEL EVENTS & PRODUCTIONS, LLC

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 3300 NW 112th AVE UNIT #3

City: MIAMI State: FL Zip: 33172 Website: <http://www.excel.us.com>

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 26 - 0427020 (8) State of Incorporation: FLORIDA

(9) Required Pre-application Consultation: Date: 10/01/09 Time: 3:00pm

(10) Name: Amaury Da Costa Mr. Mrs. Ms. Miss Dr.

Title: Event Director Phone (day): (305) 255 - 6789 ext.

Email: amaury@excel.us.com Fax: (305) 255 - 0445 Phone (other): (786) 436 - 5422 ext.

PROJECT INFORMATION

(11) Project Title: M.I.T. – Miami International Triathlon

(12) Starting and Ending Dates: March 12, 13 & 14 (13) Starting and Ending Times: 7am to 6pm

(14) Address or Location of Project: 3501 Rickenbacker Cswy. Miami, Florida 33149

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 24

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

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

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

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

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

(18) Expected Participation (# of individuals): 5,000

(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): 50

of Children (Ages 6-12): 20 Total # - All Ages (Ages 0-18): 70

(18b) Total Participation: Audience/Attending: 3,000 Performing/Instructing 2,000
 (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 International Triathlon is a premier multisport event that takes place in the City of Miami Marine Stadium. It's Olympic distance 0.9 mile swim, 24.8 mile bike, and 6.2 mile run courses provide athletes astonishing views of the downtown Miami skyline, Port of Miami, and untouched green areas such as the Virginia Key vegetation that surrounds the basin around the stadium.

In its third year of existence, the MIT has experienced a tremendous growth rate: from 1000 registered participants in 2008 to 1510 registered participants from over 24 different countries in 2009 - a 50% increase in the number of registered athletes. Over 5,000 people in total between athletes and spectators attended the event weekend expo and race. It is estimated that last year alone the MIT generated over US\$ 2 Million back to the City of Miami, in a variety of ways such as participant transportation costs, retail expenses, lodging and more.

Expecting a continuous growth for 2010, we have secured a contract with the Hyatt Regency Miami, a hotel located in the heart of downtown Miami and just minutes away from the start line of the event. A total room block of 840 nights have been secured in this hotel alone for the days which the event takes place.

In addition, for 2010 we have opened an additional 500 spots, reaching the capacity to receive 2000 athletes and over 5,000 people during the expo and race days.

Here are some of the event Highlights:

- ❖ 2,000 projected participants – the largest triathlon in all Dade and Broward county;
 - ❖ MIT Multisport event Expo, held for 2 days at race site – where we created the opportunity for over 40 market related companies and a variety of interested local business to directly connect with the active multisport community;
 - ❖ Confirmed participation of top-star, world-known Triathletes, such as all American and USA Olympic Team Matt Reed and Sarah Haskins;
 - ❖ Assortment of authentic Latin-tropical food and refreshments for athletes & guests;
 - ❖ Music entertainment during the whole event;
 - ❖ Recovery area for athletes with massage services, a variety of free food and beverages;
 - ❖ Awards ceremony with over \$30K in prizes;
 - ❖ Custom finisher's medal and high quality tech shirts to every athlete;
 - ❖ Medical and emergency staff support throughout the event;
 - ❖ Official results posted online;
 - ❖ Entertainment for kids and family;
- and much more!

TDC funding will greatly help the event towards some of the increasing costs associated with marketing and production.

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>22,400</u>		<u>22,400</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>15</u>		<u>10,000</u>		<u>10,000</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>30</u>		<u>5,000</u>		<u>5,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				<u>14,500</u>		<u>7,250</u>	
PRINTING				<u>6,500</u>		<u>3,250</u>	<u>4,500</u>
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				<u>50,000</u>		<u>4,500</u>	<u>2,400</u>
EQUIPMENT PURCHASE				<u>5,000</u>		<u>5,000</u>	
SPACE RENTAL				<u>4,500</u>		<u>4,500</u>	
INSURANCE							
UTILITIES				<u>500</u>		<u>500</u>	
SUPPLIES/MATERIALS				<u>10,000</u>		<u>10,000</u>	
OTHER COSTS (ITEMIZE BELOW):							
FOOD EXPENSES				<u>6,500</u>		<u>6,500</u>	<u>11,000</u>
CITY FEES (POLICE/FIRE/PARKS/WASTE)				<u>15,000</u>		<u>15,000</u>	
PRIZES (CASH PURSE/MEDALS/TROPHIES)				<u>30,000</u>		<u>30,000</u>	<u>9,320</u>
USA TRIATHLON FEDERATION FEES				<u>1,600</u>		<u>1,600</u>	
HOTEL EXPENSES (STAFF + REFEREES)				<u>3,000</u>		<u>3,000</u>	
MASTER OF TRAFFIC (MOT) PLAN				<u>500</u>		<u>500</u>	

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

15,000

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

185,000

= 15,000 + 170,000

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

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

27,220

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

\$ 212,220

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	145,000		
CONTRACTED SERVICES		2,400	HELICOPTER SERVICES
TUITIONS			
CORPORATE SUPPORT	25,000	24,820	VARIOUS COMPANIES
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
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)

185,000

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

27,220

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

\$ 212,220

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

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

Agenda Item No.: E-2

ORGANIZATION: US Road Sports and Entertainment of Florida LLC

GRANT REQUEST: \$15,000

TITLE OF EVENT: 13.1 Marathon Miami Beach

RECOMMENDATION: \$5,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: For Profit

DATE(S) OF EVENT: March 7, 2010

EVENT LOCATION: Downtown Miami Miami Beach areas

DESCRIPTION:

Funds are requested to support the "13.1 Marathon Miami Beach," which was launched in 2009 to accommodate the significant shift in popularity of the Half Marathon distance. "13.1 Marathon Miami Beach" is scheduled to take place on March 7, 2010 and is one of 8 races that make up the 13.1 Marathon Series - other destinations include Atlanta, Chicago, Los Angeles, and New York to name a few.

HOTEL CONFIRMATION:

Hotel Astor (95 rooms blocked); Grand Beach Hotel (190 rooms blocked); Clinton Hotel (95 rooms blocked); Circa 39 Hotel (52 rooms blocked); Indian Creek Hotel (61 rooms blocked); The Standard Spa Miami (100 rooms blocked)

Hotel Room Nights at the time of submission: 743

room nights anticipated: 958 Actual room nights used last year: 435

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$5,000 (08-09)

OTHER GOVERNMENT FUNDING:

VCA - \$42,500 (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/10-11

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):

US Road Sports and Entertainment of Florida LLC

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 8879 SW 131 ST

City: Miami State: FL Zip: Website: www.usroadsports.com

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 26 - 1581950 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 10/1/09 Time: 3:00

(10) Name: Maria G. Pozo Mr. Mrs. Ms. Miss Dr.

Title: CFO Phone (day): (305) 278 - 8668 ext.

Email: gpozo@usroadsports.com Fax: (305) 278 - 4166 Phone (other): (305) 992 - 1752 ext.

PROJECT INFORMATION

(11) Project Title: 13.1 Marathon Miami Beach

(12) Starting and Ending Dates: March 7, 2010 (13) Starting and Ending Times: various

(14) Address or Location of Project: Miami Beach and Downtown Miami areas

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

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

(16) Miami-Dade Commission District: # 2 Florida State Senate District: # 36

Florida State House District: # 118 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)
 Black, Not Hispanic Asian Other (specify): _____
 (check only one)

(18) Expected Participation (# of individuals): 3,000 Participants, 7,962 Spectators

(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): N/A

(18b) Total Participation: Audience/Attending: 7,962 Performing/Instructing: 3,000
 (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

13.1 Marathon Miami is a tourist destination Half Marathon race that was introduced in 2009 and is scheduled for March 7, 2010. The success of this race has led to the 13.1 Marathon series which includes races in 8 different locations including Atlanta, Los Angeles, Boston, Chicago and New York to name a few. The creation of 13.1 Marathon was to address the increase in half marathons over the past couple of years. With a tag line "It isn't half of anything," 13.1 Marathon is a stand alone half marathon that is the first series of its kind. This unique concept, in combination with the demand for more of these 13.1 mile races, has set the stage for a truly successful event.

The race is expected to host over 3,000 participants and another 7,962 spectators from all over the US. Participants will be able to see all that Miami Beach and Downtown Miami have to offer as they run through some of the most scenic areas that these locales have to offer. The inaugural 2009 event had nearly 20% participation coming from out of the tri-county area and almost half of that percentage came from out of state and out of country combined. We are confident that with the success of last year's event, and the addition and success of the other 13.1 Marathon series races, the number of participants, including those from out of state and country are going to increase dramatically. In its inaugural year, the 13.1 Marathon Miami Beach generated 435 room nights in Miami Dade with out of state tourists staying an average of 4.24 nights and out of country participants staying an average of 8.04 nights.

Because this is only the second year of the event, the current focus is on the race itself. As the race grows, there are plans to add a Health and Fitness Expo along with pre-race events and parties. In just one year however, we have already added a 5K that will be run simultaneously to the half marathon so that there are events that can appeal to a larger audience. US Road Sports of Florida LLC is the organization that successfully created the ING Miami Marathon, which has generated over \$50 million dollars to the local economy with continued growth in participation. Both of these races are marketed as destination races on a national level and the same dedication toward the marathon is put into this even to make it a staple of the Miami calendar. This is an event that, unlike many others in the area, which only draw from their own county and city, also pulls from the rest of the state, US and even other countries. The participation fee for 13.1 Marathon Miami Beach is \$55 which includes the race fee, tech t-shirt, finisher medals and certificates.

This event benefits Miami in two ways:

1. The first benefit is the positive portrayal of the downtown and Miami Beach area to the rest of the US and the world. With all the effort being placed into revitalizing Downtown Miami, this race gives participants the opportunity to see for themselves that Miami is a safe and culturally stimulating tourist destination.
2. Lastly and most importantly, it has a profound impact on our local economy. Not only is it beneficial to the community as a health oriented activity, giving our own residents a world class half marathon in their backyard, but it is also a great asset to the local economy. The inaugural event had an economic impact of \$1,678,317 and 6,714,215 in media and marketing impressions – for a one day event, that is extremely impressive and is only the beginning!

13.1 Marathon Miami Beach Events:

- March 7, 2010 – 5K
- March 7, 2010 – 13.1 Marathon Miami Beach – Streets of Miami Beach and Downtown Miami beginning at the Miami Beach Convention Center
- March 7, 2010 – Post Event Awards

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>10</u>	<u>35,000</u>				<u>35,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:		<u>17,925</u>				<u>17,925</u>	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>15</u>	<u>14,300</u>				<u>14,300</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>1</u>						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY			<u>49,000</u>		<u>15,000</u>		<u>34,000</u>	
PRINTING			<u>16,000</u>				<u>16,000</u>	
POSTAGE								
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL			<u>20,080</u>				<u>20,080</u>	
EQUIPMENT PURCHASE								
SPACE RENTAL			<u>2,305</u>				<u>2,305</u>	
INSURANCE			<u>575</u>				<u>575</u>	
UTILITIES								
SUPPLIES/MATERIALS			<u>7,130</u>				<u>7,130</u>	
OTHER COSTS (ITEMIZE BELOW):								
	RACE SERVICES		<u>42,450</u>				<u>42,450</u>	
	RUNNER AMENITIES		<u>35,205</u>				<u>35,205</u>	<u>5,000</u>

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

15,000

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

239,970

15,000 + 224,970

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

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

5,000

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

\$ 244,970

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	182,970		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	500	5,000	
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL VCA	40,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Licensing	1,500		

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

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

239,970

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

5,000

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

\$ 244,970

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

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

Agenda Item No.: F-1

ORGANIZATION: Casting for a Cause, LLC

GRANT REQUEST: \$15,000

TITLE OF EVENT: Casting for a Cause

RECOMMENDATION: \$10,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: For Profit

DATE(S) OF EVENT: March 4 - 7, 2010

EVENT LOCATION: Capri, Schnebly Winery, Everglades National Park, Bayfront Park

DESCRIPTION:

Funds are requested to support the production and marketing costs associated with Casting for a Cause fishing tournament, scheduled for March 4 - 7, 2010 along the waters of Everglades National Park and Biscayne National Park/Bayfront Park.

HOTEL CONFIRMATION:

Travel Lodge; Ramada; Hampton Inn and Suites

Hotel Room Nights at the time of submission: 0 _____

room nights anticipated: 90 _____ Actual room nights used last year: 90 _____

OUTSIDE MEDIA:

Print: Community Newspapers

PREVIOUS TDC FUNDING:

N/A

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):

Casting for a Cause, LLC

8326 - 95832

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 935 North Krome Ave.

City: Florida City State: FL Zip: 33034 Website: www.castingforacause.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2009

(7) FEI#: 26 - 4026450

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 10/1/2009 Time: 3:00pm

(10) Name: James P. Accursio

Mr. Mrs. Ms. Miss Dr.

Title: Owner/President

Phone (day): (305) 247 - 1544 ext.

Email: FAccursio@aol.com

Fax: (305) 247 - 7027

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Casting for a Cause

(12) Starting and Ending Dates: March 4-7th

(13) Starting and Ending Times: 7am-10pm

(14) Address or Location of Project: Capri, Schnebly Winery, Everglades National Park, Bayfront Park

(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: # 118

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): 500

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

of Infants/Preschool (Ages 0-5): 40

of Youth (Ages 13-18): 25

of Children (Ages 6-12): 30

Total # - All Ages (Ages 0-18): 95

(18b) Total Participation: 560

(All Adults PLUS All Children)

Audience/Attending: 420

Performing/Instructing 140

(19) Primary Population:

Children

At-Risk Youth/Adults

Persons with Disabilities

(check only one)

Senior Citizens

Minorities

General (no specific emphasis)

PROJECT DETAILS

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

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. **What** is the project? 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

Posters, banners and mass mailings, oh my! You'll hear it on Clear Channel Radio. You'll read about it in Costal Angler Magazine and Community newspapers. We're pumped up and ready to invite visitors to our area on March 4th, 2010! The 2nd Annual Casting for a Cause fishing tournament is back in the South Dade area, with plans to be big bigger and better than ever! The hotels rooms the Ramada, Travelodge and Hampton Inn and Suites have been blocked and discounts given to participants! So come and join us as we explore some of the finest fishing waters in the world!

The Casting for a Cause fishing tournament was founded as part of an effort to attract anglers to The Gateway to the Florida Keys. We want to be more than the place people pass through on the way to...The Homestead/Florida City area lies between two National Parks, both offer water access to some of the worlds greatest fishing. Great new hotels have been built, we have wonderful restaurants and unique family attractions, all of which we want to share with people from outside our area. Miami and the Florida Keys both offer an abundance of fishing tournaments held throughout the year that anglers from all over participate in and we should offer the same. This fishing tournament is unlike any other tournament in the area, offering both inshore and offshore fishing divisions, utilizing the Everglades National Park as well as Biscayne National Park/ Bayfront Park.

The festivities begin with a Captains meeting at the Capri Restaurant. The anglers will be briefed on the rules and regulations of the tournament and given there ditty bags full of items offering discounts to area attractions and the *Destinations* book donated by the Tropical Everglades Visitors Association. The book outlines the area and its history.

Friday we invite the public to join us at Schnebly Winery in the Redlands for Family Movie Night Under the Stars. The Redlands Winery will be the perfect backdrop to a family night offering food, fun and a movie premiere right under the stars!

On Saturday, the inshore anglers will depart from the Everglades National Park in search of catching and releasing the largest tarpon, redfish and snook. While offshore anglers battle for the release of the most sailfish! The competition will be fierce! Lines out at 4pm conclude Day 1 of fishing and we encourage anglers to visit our local restaurants for a taste of South Dade.

Sunday morning begins bright and early with an anglers breakfast to go at Bayfront Park. (Inshore and Offshore anglers depart out of Bayfront Park/Biscayne national Park on Sunday.) After a competitive day on the waters anglers will be treated to an all-star Evening Among Champions Awards Ceremony and Dinner at Capri Restaurant. Dinner tickets are available to the public as well!

The Casting for a Cause wants to show the nation what a wonderful area South Dade is. We have more than a race track and farming community, and we want to shout it from the roof tops, "Come visit" but we cant do it without marketing funds. We are asking the TDC to help us with funding to offset printing costs and market this fun, new event in an area that is growing like wildfire, yet where few events take place. Help us show off all the improvements and additions in a town once ripped apart by disaster!

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>	45000.00		5000.00		4000.00		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>1</u>	2700.00		0		270000		0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>20</u>	0		0		0		3000.00
MARKETING/PUBLICITY			4000.00		2000.00		2000.00		0
PRINTING			5500.00		3000.00		2500.00		0
POSTAGE			1000.00		0		1000.00		0
IN-COUNTY TRAVEL			0		0		0		0
OUT OF COUNTY TRAVEL			0		0		0		0
EQUIPMENT RENTAL			12500.00		0		12500.00		11000.00
EQUIPMENT PURCHASE			0		0		0		0
SPACE RENTAL			7500.00		0		7500.00		7500.00
INSURANCE			4000.00		3000.00		1000.00		0
UTILITIES			0		0		0		0
			2000.00		1000.00		1000.00		0
SUPPLIES/MATERIALS									
OTHER COSTS (ITEMIZE BELOW):									
COMPUTER			1500.00		0		1500.00		1500.00
ENTERTAINMENT			5000.00		0		5000.00		0
PHOTOGRAPHY			3000.00		0		3000.00		0
P.O. Box			125.00		0		125.00		0
BANKING			300.00		0		300.00		0
FUNDRAISER DONATIONS			10000.00		0		10000.00		0
FOOD AND BEVERAGE			10000.00		1000.00		9000.00		5000.00

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

15000.00

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

113825

= **15000.00**

+ **98825**

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

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

28000.00

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

\$ 141825

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	17000.00	0	N/A
CONTRACTED SERVICES	0	0	
TUITIONS	0	0	
CORPORATE SUPPORT	40000.00	0	
FOUNDATION SUPPORT	0	0	
PRIVATE/INDIVIDUAL SUPPORT	25000.00	3000.00	20 VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL N/A	0		
STATE N/A	0		
LOCAL N/A			
APPLICANT CASH ON HAND	10000.00	0	N/A
OTHER REVENUES (Itemize below)		0	N/A
Tournament Guide Advertising	6825.00	0	N/A
		12500.00	DONATED EQUIPMENT
		7500.00	DONATED EVENT SPACE
		5000.00	DONATED FOOD/BEVERAGE
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15000.00		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	113825.00	
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		28000.00
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 141825.00	

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

Agenda Item No.: F-2

ORGANIZATION: Mediabuy USA, Inc. dba Studio Milano

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami Sailing Week

RECOMMENDATION: \$7,500

EVENT CATEGORY: Sports

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: For Profit

DATE(S) OF EVENT: March 8-13, 2010

EVENT LOCATION:

DESCRIPTION:

Funds are requested to support the production costs associated with Miami Sailing Week (MSW), a week long event, March 8-13, 2010, which features four (4) sail boat classes and a photography art exhibit by Cory Silken, one of the most respected sailing photographers in the world.

HOTEL CONFIRMATION:

Mayfair; Mutiny; Courtyard Marriott

Hotel Room Nights at the time of submission: 500

room nights anticipated: 600 Actual room nights used last year: 0

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

N/A

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):

Mediabuy USA, INC /DBA STUDIOMILANO

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 800 Brickell Avenue Suite 710

City: Miami State: Florida Zip: 33131 Website: www.STUDIOMILANO.COM

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 8/21/2002

(7) FEI #: 050527914 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 07/23/09 Time: 3 p.m.

(10) Name: Lou Cantin Mr. Mrs. Ms. Miss Dr.

Title: Director of Business Development Phone (day): (305) 373- 6671 ext. 107

Email: lou@studiomilano.com Fax: (305) 373- 6673 Phone (other): (317) 437- 4070 ext. N/A

PROJECT INFORMATION

(11) Project Title: Miami Sailing Week

(12) Starting and Ending Dates: 3/8/2010 to 3/13/10 (13) Starting and Ending Times: 8 am to 9pm

(14) Address or Location of Project: Coconut Grove/Coral Reef Yacht Club/US Sailing Center

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 03

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

(16) Miami-Dade Commission District: # 02 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): 3,000

(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): **1,500**

(18b) Total Participation: 3,000 Audience/Attending: 3,000 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 started out as a three-day event with less than 10 boats in 1927, the Bacardi Cup now attracts more than 200 sailors each year from some 23 countries and the attention of national and international media. In 1962, the regatta found a new home at the Coconut Grove sailing center and now enters its 48th year at the same location.

The Bacardi Cup will constitute the traditional event of the newborn MIAMI SAILING WEEK (MSW), and Bacardi USA will continue to be the main sponsor of the event. MSW will take place in Miami's Coconut Grove area from March 8th to the 13th, 2010.

New classes have been added for an extended level of participation. We have confirmation of the following sailboat classes; Viper, Melges 20 and 24, and J24 classes with the goal to attract a minimum of 150/200 boats. With the addition of these classes, more than 400 sailors from the US and the world will participate in this major sailing regatta.

A new village area adjacent to Coconut Grove's Dinner Key will be created and be open to sailors, family, friends, media, spectators and to the local community. A VIP hospitality area will be reserved for participants and media. New social events will be added in order to make MSW a memorable experience on and off the water. Those events are: A Classic Car Show on March 10th, daily restaurants and bar promotions in the Coconut Grove area as well as the photography exhibit explained in details below.

In order to further enhance Miami Sailing Week, StudioMilano will bring an exclusive photography art exhibit which would complement MSW activities, and aims to attract marine goers and the local community. The photographic exhibition by Cory Silken, one of the most respected sailing photographers in the world would bring a lot of media attention to Miami and MSW. The exhibit is planned to open for the duration of the regatta with the location being the Coconut Grove Convention Center.

We have created a partnership with the magazine Sailing World where Miami Sailing Week will receive a 5 page editorial on the Miami Sailing Week of the April 2010 issue. The magazine has 40,000 subscribers nationwide and a reach of 170,000 readers. A full page four color ad was ran in the January issue to promote the regatta.

Also, Wealth TV has agreed to produce a half hour show on the Miami Sailing Week. Wealth TV is distributed via leading cable companies such Charter Communications in selected US markets, AT&T U-Verse with a potential viewership of over 750,000 viewers.

STUDIOMILANO has also hired the PR firm Insignia to lead the Public Relations effort to promote MSW in all major media outlets. The press support will focus on two tiers of media: 1) Regional (Miami & FL Statewide) 2) National and 3) Some international. It is projected that MSW will receive an estimated impression value of more than 65,386,000 with a combine advertising value of \$1,656,933.

Our hotel partners are the following: The Mayfair Hotel, The Mutiny and Courtyard Miami Coconut Grove

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		50,000		50,000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	1		30,000		15,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	4		55,000		55,000	
MARKETING/PUBLICITY				15,000		15,000	
PRINTING				500		500	
POSTAGE/							
IN-COUNTY TRAVEL							
PRESS BOAT/VIP YACHT				3,450		3,450	
EQUIPMENT RENTAL				18,900		18,900	
EQUIPMENT PURCHASE				17,000		17,000	
SPACE RENTAL				22,000		22,000	
INSURANCE							
UTILITIES							
VENUES				23,500		23,500	
OTHER COSTS (ITEMIZE BELOW):							
HOSPITALITY VILLAGE				7,000		7,000	
HAVANA NIGH BALL EVENT				8,000		8,000	
CORY SILKEN ART EXHIBIT				20,000		10,000	
PROMOTIONAL MATERIAL				30,375		30,375	
PRESS ROOM & MEDIA OUTREACH				32,000		32,000	
MISC EXPENSES				43,600		43,600	

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

25,000

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

376,325

= 25,000 + 351,325

(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)

376,325

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			
BOAT REGISTRATION	36,000		
CORPORATE SUPPORT	123,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND	192,925		
OTHER REVENUES (Itemize below)			
Merchandising	5,000		
Ball Income event	10,000		
Room Night Commission	10,000		
Car Rental Commission	2,400		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	389,325		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)			
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	389,325		* Sum of #49 Cash & #50 In-kind