



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

May 20, 2010
As Advertised

Harvey Ruvin, 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

5/20/2010

The Tourist Development Council (TDC) convened in the 22nd Floor, Conference Room A of the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 8:00 a.m. on May 20, 2010. There being present Chairman José "Pepe" Diaz and members, Mr. Gene Prescott, Ms. Olga Ramudo, Mr. Rex Oleson, Mr. Stuart Blumberg, George Cozonis, William Perry, III, City of Miami Commissioner Wilfredo Gort and Miami Beach Mayor Mattie Herrera Bower.

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

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 8:38 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

Ms. Deborah Margol, Deputy 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.

III. Items for Approval

A. Minutes of the February 9, 2010 Meeting

It was moved by Mr. Stuart Blumberg that the February 9, 2010 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. Second Funding Period's Deferred Applicant

- | | | |
|----|--|----------|
| 1. | Casting for a Cause, LLC
<i>Casting for a Cause</i> | \$10,000 |
|----|--|----------|

IV. Reports and Discussion Items

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

Ms. Margol provided a brief update and noted this was the third funding period of the Fiscal Year covering April—June 2010. She 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, Ms. Margol said the budget reflected grants that were not used by the TDC applicants last year.

V. Citizen's Presentations

Ms. Margol 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 – Third funding Period

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

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|----|--|---------------------------------|
| 1. | City Theatre, Inc.
<i>Summer Shorts Birthday Bash-15th
Anniversary Celebration</i> | Final Recommendation
\$5,000 |
|----|--|---------------------------------|

Ms. Stephanie Norman, representative of City Theatre Inc. appeared before the Council and noted that their organization is celebrating its 15th Anniversary and requested full funding or any additional funding that would be available to help make this a year to remember.

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|----|---|----------------------------------|
| 2. | Cuban Classical Ballet of Miami, Inc.
<i>Don Quixote Ballet</i> | Final Recommendation
\$7,000 |
| 3. | Hispanic Theater Guild Corporation
<i>EL AMOR Y OTROS PECADOS</i> | Final Recommendation
\$5,000 |
| 4. | Miami Dade College Foundation, Inc.
<i>Miami International Film Festival</i> | Final Recommendation
\$18,000 |
| 5. | Miami Gay & Lesbian Film Festival | Final Recommendation |

	<i>12th Annual Miami Gay & Lesbian Film Festival</i>	\$22,500
6.	Miami River Fund, Inc. <i>Miami Riverday 2010</i>	Final Recommendation \$6,400
7.	Miami-Dade Public Library Foundation <i>Art of Storytelling</i>	Final Recommendation \$10,000

Ms. Lainey Brooks appeared on behalf of the Miami-Dade Library Foundation, she noted that the event was celebrating its tenth anniversary and that staff was traveling to Ghana to learn how to tell stories that are acceptable to all cultures.

8.	New Theater, Inc. <i>Closing Production of the 2009-2010 Season</i>	Final Recommendation \$9,000
9.	Red Chemistry, Inc. <i>4th Edition Romance in a Can</i>	Final Recommendation \$6,000
10.	Virginia Key Beach Park Trust <i>Fun in the Sun Youth Festival</i>	Final Recommendation \$12,000

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

1.	Dance Now! Ensemble, Inc., The <i>Dance Now! 10th Anniversary Performance</i>	Final Recommendation \$5,000
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Ms. Hannah Baumgarten appeared before the Council on behalf of the Dance Now! Ensemble and reported that the event was a success and thanked the Council for their support.

2.	Miami Council for International Vistors, The <i>Rendezvous in Miami "National Council for International Visitors" Southern Regional Meeting</i>	Final Recommendation \$6,000
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Ms. Annette Alvarez appeared before the Council, she expressed appreciation to the Council for supporting the Miami Council for International Vistors' event.

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

1.	Miami Momentum Dance Company, Inc <i>Miami Dance Festival 2010</i>	Final Recommendation \$10,000
2.	Michael-Ann Russell Jewish Community Center, Inc. <i>Festival Yachad-Israeli Folk Dance Festival</i>	Final Recommendation \$7,000

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

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|----|--|---------------------------------|
| 1. | Miami Goin' Green, LLC
<i>Miami Goin' Green</i> | Final Recommendation
\$6,250 |
|----|--|---------------------------------|

Mr. Anthony Albelo, representative of Miami Goin' Green appeared before the Council.

E. Sports (Non-Profit)-Continuing

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|----|--|---------------------------------|
| 1. | Greater Miami Billfish Tournament
<i>Yamaha Contender Miami Billfish
Tournament</i> | Final Recommendation
\$9,000 |
|----|--|---------------------------------|

Ms. Judy Bradley-Layne appeared before the Council and expressed appreciation for the Council's continued support of the Greater Miami Billfish Tournament and requested an increased of funding for this year's event.

F. Sports (Non-Profit)-Ongoing

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|----|---|----------------------------------|
| 1. | Miami Northwest Express Track Club, Inc.
<i>35th Annual Northwest Track & Field Classic</i> | Final Recommendation
\$10,000 |
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G. Sports (For Profit)-First Time

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|----|---|---------------------------------|
| 1. | Mad Dog Mandich Fishing Classic, LLC
<i>Publix Mad Dog Mandich Fishing Classic</i> | Final Recommendation
\$5,000 |
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Ms. Judy Bradley-Layne representing Mad Dog Mandich Fishing Classic appeared before the Council and requested an increase in funds.

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|----|---|----------------------------------|
| 2. | Michael Epstein Sports Productions, Inc.
<i>Nautica South Beach Triathlon</i> | Final Recommendation
\$6,600 |
| 3. | Offshore Events, LLC
<i>3rd Annual Sunny Isles Beach Offshore
Powerboat Challenge Weekend</i> | Final Recommendation
\$10,050 |

H. Sports (For Profit)-First Time

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|----|--|--------------------------------|
| 1. | Casting for A Cause, LLC
<i>Casting for a Cause</i> | Final Recommendation
\$0.00 |
|----|--|--------------------------------|

Discussion ensued regarding deferral of the foregoing recommendation of \$10,000 to Casting for a Cause.

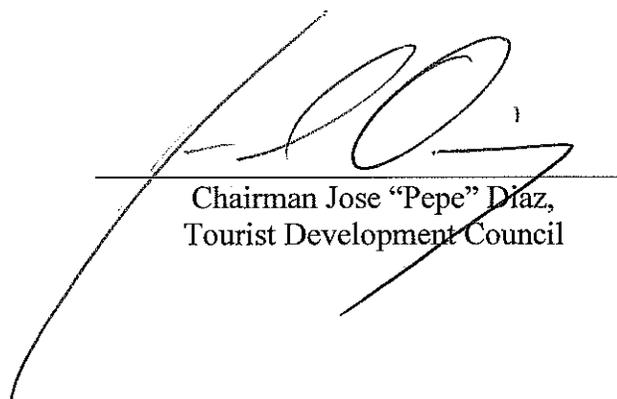
Mr. Stuart Blumberg recommended rescinding the foregoing recommendation because no representative of Casting for A Cause had appeared before the Council.

It was moved by Mr. Blumberg to accept all recommendations, excluding agenda item G-3 Offshore Events, LLC. This motion was seconded by Mayor Bower 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 Offshore Events, LLC event. This motion was seconded by Ms. Ramudo, and upon being put to a vote, passed unanimously by those members present (Commissioner Diaz abstained from voting due to a conflict of interest).

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 9:37 a.m.



Chairman Jose "Pepe" Diaz,
Tourist Development Council



Tourist Development Council
May 20, 2010

Prepared by: Zorana Gainer

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	5/20/10		Meeting Agenda
2	5/20/10		Citizen's Presentations
3	5/20/10		Citizen's Presentations
4	5/20/10		Exhibits
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Panel Meeting
Thursday, May 20, 2010 8:00AM
Stephen P. Clark Center
111 NW First Street
Strategic Business Management (OSBM)
22nd Floor, Conference Room A
Miami, Florida

AGENDA

I. Additions, Deletions, Withdrawals

II. Conflict of Interest

III. Items for Approval

- A. Minutes of the February 9, 2010 Meeting**
- B. Second Funding Period's Deferred Applicant**

- 1. **Casting for a Cause, LLC** **\$10,000**
Casting for a Cause

IV. Reports and Discussion Items

- A. Updated Budget / Financial Position and Funding Recommendations for FY2009-10 Third Funding Period**

V. Citizens' Presentations

VI. Grant Applications and Recommendations - Third Funding Period

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

	Request	Subcommittee Recommendation
1. City Theatre, Inc. <i>Summer Shorts Birthday Bash – 15th Anniversary Celebration</i>	25,000	5,000
2. Cuban Classical Ballet of Miami, Inc. <i>Don Quixote Ballet</i>	15,000	7,000
3. Hispanic Theater Guild Corporation <i>EL AMOR Y OTROS PECADOS</i>	5,000	5,000
4. Miami Dade College Foundation, Inc. <i>Miami International Film Festival</i>	25,000	18,000
5. Miami Gay & Lesbian Film Festival, Inc. <i>12th Annual Miami Gay & Lesbian Film Festival</i>	25,000	22,500
6. Miami River Fund, Inc. <i>Miami Riverday 2010</i>	15,000	6,400
7. Miami-Dade Public Library Foundation, Inc. <i>Art of Storytelling</i>	15,000	10,000

	Request	Subcommittee Recommendation
8. New Theatre, Inc. <i>Closing Production of the 2009-2010 Season</i>	15,000	9,000
9. Red Chemistry, Inc. <i>4th Edition Romance in a Can</i>	15,000	6,000
10. Virginia Key Beach Park Trust <i>Fun in the Sun Youth Festival</i>	15,000	12,000
B. Special Events/Promotions (Non-Profit) -- First Time		
1. Dance Now! Ensemble, Inc., The <i>Dance Now! 10th Anniversary Performance</i>	5,000	5,000
2. Miami Council for International Visitors, The <i>Rendezvous in Miami "National Council for International Visitors" Southern Regional Meeting</i>	15,000	6,000
C. Special Events/Promotions (Non-Profit) – Ongoing		
1. Miami Momentum Dance Company, Inc. <i>Miami Dance Festival 2010</i>	15,000	10,000
2. Michael-Ann Russell Jewish Community Center, Inc. <i>Festival Yachad – Israeli Folk Dance Festival</i>	10,000	7,000
D. Special Events/Promotions (For-Profit) – First Time		
1. Miami Goin' Green, LLC <i>Miami Goin' Green</i>	25,000	6,250
E. Sports (Non-Profit) – Continuing		
1. Greater Miami Billfish Tournament <i>Yamaha Contender Miami Billfish Tournament</i>	20,000	9,000
F. Sports (Non-Profit) – Ongoing		
1. Miami Northwest Express Track Club, Inc. <i>35th Annual Northwest Track & Field Classic</i>	15,000	10,000
G. Sports (For-Profit) – Continuing		
1. Mad Dog Mandich Fishing Classic, LLC <i>Publix Mad Dog Mandich Fishing Classic</i>	12,000	5,000
2. Michael Epstein Sports Productions, Inc. <i>Nautica South Beach Triathlon</i>	9,600	6,600
3. Offshore Events, LLC <i>3rd Annual Sunny Isles Beach Offshore Powerboat Challenge Weekend</i>	25,000	10,050
H. Sports (For-Profit) – First Time		
1. Casting for A Cause, LLC <i>Casting for a Cause</i>	15,000	10,000

Adjournment



Panel Meeting
 Thursday, May 20, 2010 8AM
 Stephen P. Clark Center
 111 NW First Street
 Strategic Business Management (OSBM)
 22nd Floor, Conference Room A
 Miami, Florida

Citizens' Presentations

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

	Request	Subcommittee Recommendation
1. City Theatre, Inc. <i>Stephanie Norman</i>	25,000	5,000
4. Miami Dade College Foundation, Inc. <i>Elizabeth Greene Freeman</i>	25,000	18,000
5. Miami Gay & Lesbian Film Festival, Inc. <i>Franc Castro</i>	25,000	22,500
7. Miami-Dade Public Library Foundation, Inc. <i>Lainey Brooks</i>	15,000	10,000

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

1. Dance Now! Ensemble, Inc., The <i>Hannah Baumgarten</i>	25,000	5,000
2. Miami Council for International Visitors, The <i>Annette Alvarez</i>	15,000	6,000

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

1. Miami Goin' Green, LLC <i>Anthony Albelo</i>	25,000	6,250
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E. Sports (Non-Profit) -- Continuing

1. Greater Miami Billfish Tournament <i>Judy Bradley-Layne</i>	20,000	9,000
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G. Sports (For-Profit) – Continuing

1. Mad Dog Mandich Fishing Classic, LLC <i>Judy Bradley-Layne</i>	12,000	5,000
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H. Sports (For-Profit) – First Time

1. Casting for A Cause, LLC <i>James Accursio</i>	15,000	10,000
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Did not appear <





Panel Meeting
Thursday, May 20, 2010 8:00AM
Stephen P. Clark Center
111 NW First Street
Strategic Business Management (OSBM)
22nd Floor, Conference Room A
Miami, Florida

AGENDA

I. Additions, Deletions, Withdrawals

II. Conflict of Interest

III. Items for Approval

- A. Minutes of the February 9, 2010 Meeting**
- B. Second Funding Period's Deferred Applicant**

- 1. Casting for a Cause, LLC** **\$10,000**
Casting for a Cause

IV. Reports and Discussion Items

- A. Updated Budget / Financial Position and Funding Recommendations for FY2009-10 Third Funding Period**

V. Citizens' Presentations

VI. Grant Applications and Recommendations - Third Funding Period

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

	Request	Subcommittee Recommendation
1. City Theatre, Inc. <i>Summer Shorts Birthday Bash – 15th Anniversary Celebration</i>	25,000	5,000
2. Cuban Classical Ballet of Miami, Inc. <i>Don Quixote Ballet</i>	15,000	7,000
3. Hispanic Theater Guild Corporation <i>EL AMOR Y OTROS PECADOS</i>	5,000	5,000
4. Miami Dade College Foundation, Inc. <i>Miami International Film Festival</i>	25,000	18,000
5. Miami Gay & Lesbian Film Festival, Inc. <i>12th Annual Miami Gay & Lesbian Film Festival</i>	25,000	22,500
6. Miami River Fund, Inc. <i>Miami Riverday 2010</i>	15,000	6,400
7. Miami-Dade Public Library Foundation, Inc. <i>Art of Storytelling</i>	15,000	10,000

	Request	Subcommittee Recommendation
8. New Theatre, Inc. <i>Closing Production of the 2009-2010 Season</i>	15,000	9,000
9. Red Chemistry, Inc. <i>4th Edition Romance in a Can</i>	15,000	6,000
10. Virginia Key Beach Park Trust <i>Fun in the Sun Youth Festival</i>	15,000	12,000
B. Special Events/Promotions (Non-Profit) -- First Time		
1. Dance Now! Ensemble, Inc., The <i>Dance Now! 10th Anniversary Performance</i>	5,000	5,000
2. Miami Council for International Visitors, The <i>Rendezvous in Miami "National Council for International Visitors" Southern Regional Meeting</i>	15,000	6,000
C. Special Events/Promotions (Non-Profit) – Ongoing		
1. Miami Momentum Dance Company, Inc. <i>Miami Dance Festival 2010</i>	15,000	10,000
2. Michael-Ann Russell Jewish Community Center, Inc. <i>Festival Yachad – Israeli Folk Dance Festival</i>	10,000	7,000
D. Special Events/Promotions (For-Profit) – First Time		
1. Miami Goin' Green, LLC <i>Miami Goin' Green</i>	25,000	6,250
E. Sports (Non-Profit) -- Continuing		
1. Greater Miami Billfish Tournament <i>Yamaha Contender Miami Billfish Tournament</i>	20,000	9,000
F. Sports (Non-Profit) -- Ongoing		
1. Miami Northwest Express Track Club, Inc. <i>35th Annual Northwest Track & Field Classic</i>	15,000	10,000
G. Sports (For-Profit) – Continuing		
1. Mad Dog Mandich Fishing Classic, LLC <i>Publix Mad Dog Mandich Fishing Classic</i>	12,000	5,000
2. Michael Epstein Sports Productions, Inc. <i>Nautica South Beach Triathlon</i>	9,600	6,600
3. Offshore Events, LLC <i>3rd Annual Sunny Isles Beach Offshore Powerboat Challenge Weekend</i>	25,000	10,050
H. Sports (For-Profit) – First Time		
1. Casting for A Cause, LLC <i>Casting for a Cause</i>	15,000	10,000

Adjournment



MEMORANDUM

Date: May 20, 2010

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

From: Michael Spring, Director
Department of Cultural Affairs

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

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

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.

3rd Funding Period Overview

There are twenty-one (21) applications requesting a total of \$336,600 for the third quarter funding period. Of these 21 applications, sixteen (16) are from non-profit organizations requesting a total of \$250,000; and five (5) applications are from for-profit organizations requesting \$86,600.

Four (4) of these 21 organizations represent New and/or First-time projects to the Tourist Development Council; fourteen (14) are Continuing projects; and three (3) 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 \$185,800 has been recommended for 21 organizations by the TDC Subcommittee for this third funding period. The remaining balance for the program as appropriated at the beginning of the year is \$232,552. The current balance in the Shoulder Season Fund / Reserve Fund is \$111,691. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests; while the Shoulder Season Fund is available for summer events.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Shoulder Season Fund / Reserve</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	257,900			257,900 ²⁹	
Third Funding Period	147,491		\$ 38,309	185,800 ²¹	
Fourth Funding Period	120,861				120,861
Shoulder Season Fund / Reserve	150,000				111,691
Set-Aside Grants	121,400				
TOTAL	\$1,083,252	\$ 121,400	\$ 38,309	\$ 850,700⁸³	\$ 232,552

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
Third 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
Total Allocation for Second Funding Period					\$ 257,900
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 100,900 (10)	\$ 30,650 (4)	N/A	N/A	\$ 131,550 (14)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 17,000 (2)	\$ 10,000 (1)	N/A	N/A	\$ 27,000 (3)
New and/or First-time Projects - Recommended Amounts (# of requests)	\$ 17,250 (3)	\$ 10,000 (1)	N/A	N/A	\$ 27,250 (4)
Total Recommended for Second Funding Period (# of requests)	\$ 135,150 (15)	\$ 50,650 (6)	N/A	N/A	\$ 185,800 (21)
Balance Remaining (4th+ Reserve / Shoulder Season Fund)					\$ 232,552

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

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
CONFLICT OF INTEREST STATEMENT**

POLICY STATEMENT

The Miami-Dade County Department of Cultural Affairs, a local government agency, requires that all Council members, sub-committee members, grants panelists, and employees abide by the State of Florida's "1976 Sunshine Amendment" to the State Constitution, which provides additional constitutional guarantees regarding ethics in government at all levels. The State Constitution requires that the code of ethics prohibit conflict between public duty and private interests as prescribed by law and as outlined in the accompanying Ethics booklet provided to you with this form. To this end, Council members, sub-committee members, grants panelists, and employees must avoid any action that could possibly be interpreted as a use of membership or employment for direct or indirect financial gain through the furthering of the economic interests of any applicant organization or project with which they, or members of their immediate families, are affiliated.

PRACTICE

- Council members, sub-committee members, grants panelists, or employees may not advocate on behalf of applications or proposals involving Departmental support or endorsement on behalf of themselves or applicant organizations or projects with which they are affiliated. All negotiations and presentations favoring such applications should be undertaken by persons who are not Council members, sub-committee members, grants panelists, employees and their immediate family members.
- Council members, sub-committee members, grants panelists, or employees and their immediate families may take part in activities supported by the Department, but should not receive any remuneration out of Departmental funds for their services in connection with such activities, unless the Council specifically voted and the Department specifically authorized such remuneration.
- The considerations and procedures set forth in the paragraphs above are also applicable to former Council members, sub-committee members, grants panelists, and employees for one year following termination of their appointment or employment.
- If Council members, sub-committee members, grants panelists, or members of their immediate families are participants in any way in a Departmentally supported activity or project, the request to the Department for support should clearly indicate the nature and extent of that participation.
- Each Council or sub-committee member, or grants panelist shall file with the Department in October of each year, a statement identifying his/her current association with any cultural, special event and/or previous and potential applicant organization in Miami-Dade County. This statement of each member shall identify all cultural associations for the preceding three years as well. The statement should include information as to whether a member is a) an officer, director, administrator or employee of any organization, b) a contributor, guarantor, patron, donor, or other

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
CONFLICT OF INTEREST STATEMENT**

provider of economic advantage (in amounts of \$1,000 or more per organization) to an organization, and/or c) a subscriber or member of any organization. Members in categories (a) and (b) shall be deemed 'affiliates' of such cultural organizations. An 'affiliate,' prior to voting on a matter affecting any cultural organization listed in that member's statement of interest, shall declare such interest publicly and abstain from voting. Any 'affiliation' acquired since the filing of the member's latest statement also shall be declared. A Council member, sub-committee member, or grants panelists should abstain from voting on a matter affecting any applicant organization of which that person or any immediate family member is an 'affiliate.'

- Council members, sub-committee members, grants panelists, or employees should not solicit nor receive, directly or indirectly, anything of economic value (a gift, gratuity, or favor) from any person or organization if Council members, sub-committee members, grants panelists, or employees have reason to believe that such gifts, gratuities or favors are related to Council membership, employment or Departmental support.

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
CONFLICT OF INTEREST STATEMENT**

I have read and understand the Miami-Dade County Department of Cultural Affairs' Conflict of Interest Statement and completed the information below as it pertains to me or a member of my immediate family.

PRESENT:

1) Please list cultural, historic, scientific, or other potential applicant organizations for which you or a member of your immediate family are an officer, director, administrator or employee:

2) Please list cultural, historic, scientific, or other potential applicant organizations for which you or a member of your immediate family are a contributor, guarantor, patron or other provider of economic advantage (\$1,000 or more):

3) Please list cultural, historic, scientific, or other potential applicant organizations for which you or a member of your immediate family are a subscriber:

4) Name(s) of cultural, historic, scientific, or other potential applicant organizations with which you or a member of your immediate family have any other relationship than those enumerated in sections 1, 2, and 3:

I have read and understand the Miami-Dade County Department of Cultural Affairs' Conflict of Interest Statement and completed the information requested as it pertains to me or other members of my immediate family.

Member: _____

Signature: _____ **Date:** _____

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
CONFLICT OF INTEREST STATEMENT**

IN THE PAST THREE YEARS:

1) Please list cultural, historic, scientific, or other potential applicant organizations for which you or a member of your immediate family are an officer, director, administrator or employee:

2) Please list cultural, historic, scientific, or other potential applicant organizations for which you or members of your immediate family are a contributor, guarantor, patron or other provider of economic advantage (\$1,000 or more):

3) Please list cultural, historic, scientific, or other potential applicant organizations for which you or a member of your immediate family are a subscriber:

4) Name(s) of cultural, historic, scientific, or other potential applicant organizations with which you or a member of your immediate family have any other relationship than those enumerated in sections 1, 2, and 3:

I have read and understand the Miami-Dade County Department of Cultural Affairs' Conflict of Interest Statement and completed the information requested as it pertains to me or other members of my immediate family.

Member: _____

Signature: _____ **Date:** _____

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

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

Agenda Item No.: A-1

ORGANIZATION: City Theatre, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Summer Shorts Birthday Bash - 15th Anniversary
Celebration

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: June 3-27, 2010

EVENT LOCATION: Arsht Center for the Performing Arts, Carnival Studio Theater, 1300 Biscayne Blvd

DESCRIPTION:

Funds are requested to support the national exposure in presenting the milestone City Theatre's SUMMER SHORTS BIRTHDAY BASH - THE 15th ANNIVERSARY CELEBRATION. Our objectives include: (1) to celebrate our company's history by presenting World Premieres of the nation's best "short" plays; (2) to give a "gift" back to our community with City Theatre's first full-length World Premiere Musical, CAMP LISA, a collaboration with internationally renowned, Grammy-nominated singer/songwriter Lisa Loeb and rising national star Marco Ramirez; (3) to attract national press and industry leaders to South Florida for the Festival; and (4) to publish a new play anthology to promote our work on the national map.

HOTEL CONFIRMATION:

Hilton Miami Downtown (30 nights) - Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 9,000 OUT OF COUNTY: 4,000

OUT OF STATE: 1,500 FOREIGN: 500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 30

room nights anticipated: 122 Actual room nights used last year: 93

OUTSIDE MEDIA:

Radio: WLRN

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$10,000 (07-08) End of Cycle; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

OTHER GOVERNMENT FUNDING:

ADV - \$100,000

YEP - \$15,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 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):
City Theatre, Inc.

165217535

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 444 Brickell Avenue, Suite 229

City: Miami State: FL Zip: 33131 Website: www.citytheatre.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1996

(7) FEI#: 65 - 0642183

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/12/2010 Time: 10:30 a.m.

(10) Name: Stephanie Norman

Mr. Mrs. Ms. Miss Dr.

Title: Producing Artistic Director

Phone (day): (305) 755 - 9501 ext. 11

Email: Stephanie@citytheatre.com

Fax: (305) 755 - 9404

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: SUMMER SHORTS BIRTHDAY BASH – 15TH ANNIVERSARY CELEBRATION!

(12) Starting and Ending Dates: June 3-27, 2010

(13) Starting and Ending Times: Times vary.

(14) Address or Location of Project: Arsht Center for the Performing Arts – Carnival Studio Theater

(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: # 6

Florida State Senate District: # 34

Florida State House District: # 117

U.S. Congress District: # 8

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

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

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

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

of Infants/Preschool (Ages 0-5): N/A # of Youth (Ages 13-18): 1,350

of Children (Ages 6-12): 3,150 Total # - All Ages (Ages 0-18): 4,500

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

Audience/Attending: 15,000

Performing/Instructing: 110+

(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

City Theatre is launching a new phase of national exposure, cultural tourism and expansion to 15,000 attendees with its SUMMER SHORTS BIRTHDAY BASH – 15TH ANNIVERSARY CELEBRATION! Lauded nationally as "America's Short Play Festival", we are commemorating our accomplishments with a new World Premiere Musical, a stellar roster of 15 "short" plays and an unprecedented level of marketing through City Theatre and the Arsht Center. SUMMER SHORTS 15TH ANNIVERSARY CELEBRATION will run June 3 – 27, 2010 and will consist of: the acclaimed SIGNATURE SHORTS series of original short plays by our country's best established and emerging playwrights (tickets \$40 - \$47); the late-night UNDERSHORTS series of political, provocative, cutting-edge fare (tickets \$40 - \$47); and our company's first full-length World Premiere musical, CAMP LISA, commissioned in celebration of our 15th season by musical star Lisa Loeb and rising-star Miami-born playwright Marco Ramirez (tickets \$8 - \$20). The Festival will be housed at the Arsht Center's 290-seat Carnival Studio Theater, where City Theatre celebrates its fourth season as "Arts Partner." As part of CAMP LISA, City Theatre will allocate a portion of FREE tickets for underserved families as well as community wide outreach programs including our CREATE-A-SHORT contest, a county-wide art contest for students grades K-8 with 12 winning students' artwork enlarged and installed in the Arsht Center's Biscayne Boulevard windows as an Art in Public Places festival-long exhibition.

Taken together, SUMMER SHORTS is one of the nation's premier forums for original "short" plays by the finest established and emerging playwrights performed by the state's largest collaborative ensemble of artists. Our goals: (1) to work with the Arsht Center and veteran press rep Lisa Palley to bring more national coverage from major newspapers, magazines, television and online media; (2) to attract NYC press and professionals to South Florida in order garner visibility and future productions of CAMP LISA in other markets throughout the state and nation; (3) to create an online presence on facebook and youtube with a documentary video on the making of "shorts", a look back at our company's 15 years of work and the development of our new musical (please visit http://watcha3.com/camp_lisa.wmv); (4) to publish a glossy, 15th Anniversary Festival Magazine to promote the festival and company achievements; and (5) to publish the first in a series of "short" play anthologies featuring a collection of festival favorites from among the 350+ plays produced on our stages.

We anticipate larger and more diverse audiences of over 15,000 attendees, including 4,500 children from summer camps, community centers and throughout the region for a fast and furiously fun new musical. The Festival's adult programming will feature the World and/or Florida premieres of 15 "short" plays culled from over 1,200 annual script submissions in conjunction with the National Ten-Minute Play Contest. Media sponsors include the Miami Herald, WLRN, New Times, Islander News and socialmiami.com, with more to be confirmed. Pre-festival community outreach events include free sneak previews of CAMP LISA at 10 Miami-Dade County public middle schools, the Arsht Center's Free Family Fest and the Key Biscayne Community Center and a 15th Anniversary "Best of the Fest" performance featuring past festival favorites in March 2010 in Key Biscayne. The May/June SUMMER SHORTS FESTIVAL features 3 weeks of rehearsal and pre-production followed by: (1) 4 weeks of performances at the 290-seat Carnival Studio Theater; (2) weekly meet-the-cast and talk-backs at all performance series; (3) a Cultural Tourism Getaway Package featuring hotel stays along with Summer Shorts tickets and other cultural attractions; and (4) an industry "Visitors Weekend" hosted by the Theatre League of South Florida and Dramatists Guild of America featuring some of the 150+ artists who have appeared on our stages along with noted theatre professionals. Our partners include the Arsht Center, Books & Books, Theatre Communications Group, the Dramatists Guild, the Arts & Business Council, and Theatre League of South Florida and JetBlue as well as 90+ room nights at the Related Group & Doubletree.

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>	68,000		-0-		68,000	-0-
ARTISTIC:	NUMBER OF ARTISTS: <u>90</u>	168,500		-0-		168,500	-0-
TECHNICAL:	NUMBER OF EMPLOYEES: <u>30</u>	43,500		-0-		43,500	-0-
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>45</u>	19,000		-0-		19,000	-0-
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>3</u>	10,000		-0-		10,000	23,250
MARKETING/PUBLICITY		91,500		17,500		74,000	22,000
PRINTING		13,500		7,500		6,000	9,000
POSTAGE		8,000		-0-		8,000	-0-
IN-COUNTY TRAVEL		3,500		-0-		3,500	2,000
OUT OF COUNTY TRAVEL		10,500				10,500	10,500
EQUIPMENT RENTAL		6,000		-0-		6,000	-0-
EQUIPMENT PURCHASE		-0-				-0-	-0-
SPACE RENTAL		24,000		-0-		24,000	28,250
INSURANCE		7,500		-0-		7,500	-0-
UTILITIES		3,800		-0-		3,800	-0-
SUPPLIES/MATERIALS		30,600		-0-		30,600	-0-
OTHER COSTS (ITEMIZE BELOW):							
	LICENSES, PERMITS	500		-0-		500	-0-
	OPENING NIGHT/SPECIAL EVENTS	20,000		-0-		20,000	-0-
	GENERAL/ADMINISTRATIVE	9,700		-0-		3,000	-0-
	MISCELLANEOUS	3,000		-0-		3,000	-0-

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

25,000

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

541,100 = **25,000** + **516,100**

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

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

104,750

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

\$ 645,850 Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 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	144,100		
CONTRACTED SERVICES	35,000		
TUITIONS	-0-		
CORPORATE SUPPORT	50,000	23,250	STEARNS WEAVER, RACHLIN, COMPUPRO
FOUNDATION SUPPORT	48,850		
PRIVATE/INDIVIDUAL SUPPORT	30,050		
GOVERNMENT GRANTS (Identify source)			
FEDERAL	-0-		
STATE Culture Builds Florida	25,000		
LOCAL MDDCA, Broward, Miami	125,600		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Ad Sales	12,000	28,250	OFFICE/REH/PERF SPACE
Special Events	45,000	31,000	MARKETING & PRINTING
Interest Income	500	12,500	ARTISTS TRAVEL & HOUSING
		9,750	CATERING, GOODS & SVCS.
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

541,100

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

104,750

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

\$ 645,850

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

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

Agenda Item No.: A-2

ORGANIZATION: Cuban Classical Ballet of Miami, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Don Quixote Ballet

RECOMMENDATION: \$7,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

DATE(S) OF EVENT: May 22-23, 2010

EVENT LOCATION: The Fillmore Miami Beach at the Jackie Gleason Theater

DESCRIPTION:

Funds are requested to support the production costs associated with the Cuban Classical Ballet of Miami's "Don Quixote" ballet performance. This full-length ballet will take place on May 22 and 23, 2010 at the Fillmore Miami Beach at the Jackie Gleason Theater. Don Quixote ballet is based on an episode taken from the famous novel Don Quixote de la Mancha by Miguel de Cervantes.

HOTEL CONFIRMATION:

Seacoast Suites (72 room nights)

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 2,200 OUT OF COUNTY: 1,000

OUT OF STATE: 500 FOREIGN: 300

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 72

room nights anticipated: 90 Actual room nights used last year: 40

OUTSIDE MEDIA:

TV: Univision 23, CBS4 WFOR, My33 WBFS

Radio: WQBA 1140AM, Amor 107.5 FM, WLRN 91.3FM

PREVIOUS TDC FUNDING:

\$10,000 (08-09); \$15,000 (07-08); \$10,000 (06-07)

OTHER GOVERNMENT FUNDING:

Miami Beach CAC - \$10,433

Hannibal Cox Jr - \$25,000

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

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

FY 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10-__

QUARTER/CATEGORY

- (1) Please check one: First Quarter (10/01/09-12/31/09) 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):

797873739

Cuban Classical Ballet of Miami, Inc.

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.cubanclassicalballet.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1996

(7) FEI#: 20 - 5713495

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 01/27/10 Time: 11:30AM

(10) Name: Pedro Pablo Pena Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

Phone (day): (305) 549 - 7712 ext.

Email ppena@cubanclassicalballet.org

Fax: (305) 549 - 7771

Phone (other): (305) 549 - 7711 ext.

PROJECT INFORMATION

(11) Project Title: Don Quixote Ballet

(12) Starting and Ending Dates: May 22 & 23, 2010 (13) Starting and Ending Times: 8:00PM – 11:00PM

(14) Address or Location of Project: The Fillmore Miami Beach at the Jackie Gleason Theater

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

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

(16) Miami-Dade Commission District: # 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): 4,000+

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

of Infants/Preschool (Ages 0-5): 20 # of Youth (Ages 13-18): 600

of Children (Ages 6-12): 180 **Total # - All Ages (Ages 0-18):** 800

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

Audience/Attending: 4,000+

Performing/Instructing 55

(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 Cuban Classical Ballet of Miami will put together for the first time two performances of the *Don Quixote* Full-Length Ballet at the Fillmore Miami Beach at the Jackie Gleason Theater. The ballet is based on an episode taken from the famous novel *Don Quixote de la Mancha* by Miguel de Cervantes. Don Quixote is an enduring legacy from the great 19th-century choreographer Marius Petipa and its score is by Ludwig Min-kus. The ballet consists of four Acts. Don Quixote Ballet will star Cuban and Latin Principal Dancers with talented soloists from Cia Brasileira de Ballet (Rio de Janeiro, Brazil). The performance will be complimented by the South Florida Symphonia Orchestra and by beautiful sets from the Grand Kirov Ballet. The CCBM will participate in the Culture Shock Miami and Golden Ticket programs.

How - The CCBM Miami will provide Miami-Dade County's community and visitors a famous classical production in dance. This is a production filled with dramatic motivation and it delivers a bounty of beautiful, often folk-flavored dancing along with a nonstop dose of fun. It will be a high quality production with top principal dancers, and talented soloists and corps de ballet from Brazil. This performance will attract a diverse group of tourists to the county in the month of May.

Where - The company anticipates that 4,000+ people will attend this event, full house for the two performances on May 22nd & 23rd at the Fillmore Miami Beach at the Jackie Gleason Theater. It is expected that 20% of the Ballet Performances' attendees will be visitors in Miami-Dade County -- an average of 800 tourists.

Marketing/Hotels - The company will create a viral marketing campaign using Facebook and Twitter to create awareness of this production in Miami-Dade County. The CCBM will mount an extensive advertising coverage in television, radio, newspapers and magazines to promote Don Quixote Ballet. The organization has many media sponsors including: Univision local Radio Stations (Amor 107.5FM, WQBA 1140AM and Radio Mambi), Univision 23, CBS4 WFOR-TV, My33 WBFS, Telefutura 69, America TeVe 41, Genv Canal 8, The Miami Herald, El Nuevo Herald and Diario Las Americas. The CCBM has the Seacoast Suites as a hotel sponsor for Don Quixote Ballet. The hotel has blocked 18 rooms for 4 nights.

Who - Don Quixote Ballet will be performed by guests Cuban Prima Ballerina Lorena Feijoo and Principal Dancer Luis Vitor from the San Francisco Ballet; and by the Cuban Principal Dancers Miguel Angel Blanco and Hayna Gutierrez from Cuban Classical Ballet of Miami. Lorena Feijoo, who was born and trained in Cuba, has been selected to participate in this production because she has danced every major classical role in ballet's repertoire to critical acclaim. Miguel Angel and Hayna Gutierrez are recent exiled Cuban principal dancers that have been dazzling the American audience with spectacular classical dancing. More than 20 dancers from Cia Brasileira de Ballet (Rio de Janeiro, Brazil) will perform in this production. This will be a unique cultural experience for these talented young dancers from Brazil to participate in this production in South Florida.

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

Other organizations - the CCBM has developed strong relationships with Cia Brasileira de Ballet (Rio de Janeiro, Brazil), the Grand Kirov Ballet of Russia and South Florida Symphonia Orchestra. These organizations will be involved in the production of Don Quixote Ballet.

Timeline - CCBM has secured the Fillmore Theater in Miami Beach and will receive rental support from the city. CCBM has established relationships with Cia Brasileira de Ballet, the Kirov Ballet and with the South Florida Symphonia to participate in this ballet production. The corps de ballet and principal dancers will start rehearsal in March.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	=	*IN-KIND CONTRIBUTIONS	
ORGANIZATION'S PERSONNEL									
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>14,000</u>		<u>0</u>		<u>14,000</u>	<u>2,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>36</u>		<u>20,000</u>		<u>3,000</u>		<u>17,000</u>	<u>0</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>10</u>		<u>32,000</u>		<u>3,000</u>		<u>29,000</u>	<u>0</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>		<u>4,000</u>		<u>0</u>		<u>4,000</u>	<u>0</u>
MARKETING/PUBLICITY				<u>22,000</u>		<u>0</u>		<u>22,000</u>	<u>25,000</u>
PRINTING				<u>3,000</u>		<u>0</u>		<u>3,000</u>	<u>0</u>
POSTAGE				<u>1,000</u>		<u>0</u>		<u>1,000</u>	<u>0</u>
IN-COUNTY TRAVEL				<u>4,000</u>		<u>0</u>		<u>4,000</u>	<u>1,000</u>
OUT OF COUNTY TRAVEL				<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>2,000</u>
EQUIPMENT RENTAL				<u>4,000</u>		<u>0</u>		<u>4,000</u>	<u>0</u>
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
SPACE RENTAL				<u>4,000</u>		<u>0</u>		<u>4,000</u>	<u>11,200</u>
INSURANCE				<u>2,000</u>		<u>0</u>		<u>2,000</u>	<u>0</u>
UTILITIES				<u>2,000</u>		<u>0</u>		<u>2,000</u>	<u>0</u>
SUPPLIES/MATERIALS				<u>2,033</u>		<u>0</u>		<u>2,033</u>	<u>0</u>
OTHER COSTS (ITEMIZE BELOW):									
	UNION FEES			<u>6,000</u>		<u>0</u>		<u>6,000</u>	<u>0</u>
	LIVE ORCHESTRA			<u>26,000</u>		<u>0</u>		<u>26,000</u>	<u>0</u>
	SET (SCENERY)			<u>10,000</u>		<u>5,000</u>		<u>5,000</u>	<u>0</u>
	COSTUMES			<u>8,000</u>		<u>4,000</u>		<u>4,000</u>	<u>0</u>

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

15,000

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

174,033

= **15,000** + **159,033**

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

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

41,200

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

\$ 215,233

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	70,000	0	
CONTRACTED SERVICES	0	0	
TUITIONS	0	0	
CORPORATE SUPPORT	25,000	28,000	AMERICAN AIRLINES, UNIVISION, SEACOAST HOTEL, AMOR 107.5FM
FOUNDATION SUPPORT	15,000	0	
PRIVATE/INDIVIDUAL SUPPORT	6,000	2,000	VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____	0	0	
STATE _____	0	0	
LOCAL <u>Miami Beach CAC, HCJ</u>	35,433	11,200	THE FILLMORE MIAMI BEACH THEATER WAIVER FEE
APPLICANT CASH ON HAND	7,600	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)

174,033

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

41,200

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

\$ 215,233

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

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

Agenda Item No.: A-3

ORGANIZATION: Hispanic Theater Guild Corporation

GRANT REQUEST: \$5,000

TITLE OF EVENT: EL AMOR Y OTROS PECADOS

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: April 30, 2010 - June 6, 2010

EVENT LOCATION: TEATRO 8, 21 SW 8th STREET MIAMI FL 33135

DESCRIPTION:

Funds are requested to support the artistic and marketing costs associated with the production of EL AMOR Y OTROS PECADOS ("Love and Other Sins), scheduled to take place at TEATRO 8, 2101 SW 8th Street in Miami. The play, written by Spaniard playwright Javier Veiga, will open on April 30th and run through June 6th 2010 with a total of 24 presentations. Shows on Fridays and Saturdays at 8:30pm and Sundays at 5pm. Pre-arranged presentations for schools will be available on Saturdays and Sundays at 2:00 pm.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 2,000 OUT OF COUNTY: 350

OUT OF STATE: 50 FOREIGN: 150

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: N/A

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

OUTSIDE MEDIA:

Radio: Radio Caracol, Radio Mambi

PREVIOUS TDC FUNDING:

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

OTHER GOVERNMENT FUNDING:

Coral Gables Hospital - \$5,000

City Bank - \$2,000

Magie Marquez - \$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):

947748075

Hispanic Theater Guild Corporation

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 5034 SW 140th Court

City: Miami

State: Fl.

Zip:

Website: www.teatro8.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1989

(7) FEI#: 65 - 0131464

(8) State of Incorporation: Fl.

(9) Required Pre-application Consultation: Date: 01/07/10 Time: 3:00pm

(10) Name: Marcos Casanova

Mr. Mrs. Ms. Miss Dr.

Title: Artistic Director

Phone (day): (786) 897 - 4316 ext.

Email: casanovamarc@bellsouth.net

Fax: (305) 541 - 7238

Phone (other): (305) 223 - 2695 ext.

PROJECT INFORMATION

(11) Project Title: EL AMOR Y OTROS PECADOS (LOVE AN OTHER SINS)

(12) Starting and Ending Dates: 4/30 TO 6/6

(13) Starting and Ending Times: 8:30PM-10:00PM

(14) Address or Location of Project: TEATRO 8 21 SW 8TH STREET MIAMI FL. 33135

(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: # 117

U.S. Congress District: # 19

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

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

(18) Expected Participation (# of individuals): 2563

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

of Infants/Preschool (Ages 0- \emptyset): # of Youth (Ages 13-18): 200

of Children (Ages 6-12): 50 Total # - All Ages (Ages 0-18): 250

(18b) Total Participation: Audience/Attending: 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 project consists of the production of a play by the Spaniard playwright Javier Veiga titled EL AMOR Y OTROS PECADOS ("Love and other sins"). With more than 1,000 presentations in Madrid, Spain, this funny comedy depicts common troubles that young married couples encounter in modern society and tries to find its causes by taking a look back to famous couples in history. With this project Hispanic Theater Guild continues to keep alive the theatre in Miami and once more offers to its residents and tourists the opportunity to see a major Spanish theatrical play in our city, an event unique to Miami Dade county that is greatly appreciated by Spanish speaking theater goers from neighboring counties and visitors from other states and Latin American countries.

The event will take place at TEATRO 8, 2101 SW 8th Street in Miami and will start on Friday April 30th and end Sunday June 6th with a projected total of 24 performances to take place on Fridays and Saturdays at 8:30pm and Sundays at 5:00pm. Special presentations for school children on Saturdays and Sundays at 2:00pm as per request. Prices will be at \$30 with a 20% discount for seniors on Fridays and Sundays, students with ID \$15.

We anticipate 1500 to 2000 spectators. The event will be advertised in The Miami Herald, El Nuevo Herald, Diario Las Americas, The Broward County Herald, El Venezolano and El Calusa among others. Flyers will be mailed to 2,600 patrons in our postal mailing list as well as distributed in local business like Sergio's Restaurants, Versailles and La Carreta Restaurants, at the lobby of Bellas Artes Theater, Kimbarakumbara Club, New Theater and in hotels lobbies as an added service to tourists (negotiations under way). The event will be sponsored by several local radio and TV stations and our actors will be interviewed at WQBA, Radio Mambi, Love 94, Radio Caracol, Channel 23 News, Mega TV, and Telemundo. The event will be covered by major newspapers with both previews and commentaries. Electronic media is used, www.teatro8.com, www.teatroenmiami.com, www.artexpresion.com, www.radiomiami.us, An electronic mailing list of Teatro 8 will reach 1220 patrons.

Javier Veiga, playwright, is a well know television personality who, until recently, had his own show in Spain that was transmitted to USA by TeleMiami cable TV station. Mr. Veiga will be traveling to Miami to attend the opening of the event., he is booking and paying for his accommodations.

Marcos Casanova, director, is a well know personality in his own right in Miami. Mr. Casanova has produced more than 65 plays and acted or directed in several dozens. The actors, Margarita Coego (Cuban) and Gustavo Rios (Venezuelan) are both well known by their appearances in syndicated TV programs like SABADO GIGANTE (Univision) and ESTA NOCHE TONIGHT (Mega TV).

Most of the TDC funding will be used in advertising and promotion, enhancing our funding to market this event. Extra flyers will be printed to reach a wider distribution in hotels and other tourist's destinations.

There is no other organization involved in this project production.

Casting of principal actors is underway. Rehearsals will start early in February. Monthly meetings of the Board of Directors will monitor progress of project preparation. By the first week of March printing material will be ready for distribution. By the first week of April a Press Release will go out to the Media. By April 23rd the play set will be completed and installed at the venue. April 26th dress rehearsals start. April 30th opening night.

There is a Press conference scheduled for April 16th at 7:00pm to take place at Agustín Gainza Gallery, located at 1672 SW 8th Street. This event will be open to the public and advertised on local newspapers and radio talk shows.

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>	5600		0		5600	1500
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>	7200		2000		5200	0
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>5</u>	8160		0		8160	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>4</u>	2370		500		1870	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>1</u>	3000		0		3000	2000
MARKETING/PUBLICITY			9000		2000		7000	6000
PRINTING			1800		500		1300	0
POSTAGE			600		0		600	0
IN-COUNTY TRAVEL			0		0		0	300
OUT OF COUNTY TRAVEL			0				0	0
EQUIPMENT RENTAL			0		0		0	0
EQUIPMENT PURCHASE			0				0	0
SPACE RENTAL			6000		0		6000	600
INSURANCE			665		0		665	0
UTILITIES			1500		0		1500	0
SUPPLIES/MATERIALS			800		0		800	0
OTHER COSTS (ITEMIZE BELOW):								
	SET CONSTRUCTION/MATERIALS		2000		0		2000	1000
	COSTUMES CONSTRUCTION/MATERIALS		1800		0		1800	800
	PERMITS		300		0		300	0

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

5,000

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

50,795 = **5,000** + **45,795**

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

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

12,200

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

\$62,995 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	30000		
CONTRACTED SERVICES	0	0	0
TUITIONS	0	0	0
CORPORATE SUPPORT	5000	6600	RADIO ADS/ REHEARSAL SPACE
FOUNDATION SUPPORT	0	0	0
PRIVATE/INDIVIDUAL SUPPORT	4000	3,800	ADM. ASSISTANT/STAGE HANDS
GOVERNMENT GRANTS (Identify source)			
FEDERAL 0	0	0	0
STATE 0	0	0	0
LOCAL District 5	5000	0	0
APPLICANT CASH ON HAND	795	0	0
OTHER REVENUES (Itemize below)			
Program Ads.	1000	0	0
Set	0	1000	SET DESIGNER
Costumes	0	800	COSTUMES DESIGNER
	0	0	0
	0	0	0
	0	0	0
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	5000		

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

50,795

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

12,200

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

\$ 62,995

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

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

Agenda Item No.: A-4

ORGANIZATION: Miami Dade College Foundation, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami International Film Festival

RECOMMENDATION: \$18,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: March 3 - 5, 2010

EVENT LOCATION: Gusman, Regal SB, Tower, Cosford, Royal Palm

DESCRIPTION:

Funds are requested to support the marketing efforts associated with the Miami International Film Festival, scheduled for March 5 - 14, 2010. This "destination event" highlights the best of world films with an emphasis on Ibero films. The Festival offers the community 100 films from 40 countries, seminars, educational outreach (5,000 students will participate for the first time) and interaction with filmmakers and celebrities. More than 1 million media impressions are generated by the Festival. The Greater Miami community is a major part of the attraction. The Festival has an estimated economic impact of \$5,000,000.

HOTEL CONFIRMATION:

National Hotel (612 roomnights), Dorchester Hotel (200 roomnights) pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 61,500 OUT OF COUNTY: 7,800

OUT OF STATE: 6,200 FOREIGN: 6,050

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 550

room nights anticipated: 1,500 Actual room nights used last year: 1,617

OUTSIDE MEDIA:

T.V.: Comcast; Univision, Telemundo 69

Radio: WLRN; WDNA 88.9, Hot 105, Love 94, WQBA 1140 AM pending

PREVIOUS TDC FUNDING:

\$20,000 (08-09); \$15,000 (07-08) End of cycle; \$14,000 (06-07); \$16,000 (05-06); \$18,000 (04-05); \$20,000 (03-04); {\$9,000 (02-03) - End of cycle}; \$10,500 (01-02)

OTHER GOVERNMENT FUNDING:

University of Miami - \$80,000

FPL - \$25,000

Stella Artois - \$25,000

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

TDC/10-

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

791120376

Miami Dade College Foundation

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 300 NE Second Street Room 5517

City: Miami State: FL Zip: 33132 Website: www.mdc.edu

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1959

(7) FEI#: 59 - 6169745

(8) State of Incorporation: FL

(9) Required Pre-application Consultation:

Date: 1/7/10

Time: 3 PM

(10) Name: Vivian D. Rodriguez

Mr. Mrs. Ms. Miss Dr.

Title: Vice Provost

Phone (day): (305) 237 - 3768 ext.

Email: vrodri10@mdc.edu

Fax: (305) - 237-7344

Phone (other): (305) 237 -2768 ext.

PROJECT INFORMATION

(11) Project Title: Miami International Film Festival

(12) Starting and Ending Dates: 3/5 -3/14/10

(13) Starting and Ending Times: various

(14) Address or Location of Project: Gusman, Regal SB, Tower, Cosford, Royal Palm

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

Secondary: # 2

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

(16) Miami-Dade Commission District: # 5

Florida State Senate District: # 39

Florida State House District: # 107

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 80K

(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): **12,000**

of Children (Ages 6-12):

Total # - All Ages (Ages 0-18): 12,000

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

Audience/Attending: 81,550

Performing/Instructing 450

(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

The 2010 Miami International Film Festival marks the Festival's 27th year. Its purpose is to bring the best of film from around the world to the community both in and off competition. More than 80,000 people attend. Six categories of competition (Grand Jury Features, Documentaries, Ibero-America Features and Shorts; Florida Focus Shorts and Online Shorts) with multiple awards will be featured. Non-competition categories include: Cinema 360, Red Carpet Premieres with celebrities, World Issues: World Films, REEL Music Scene, Florida Focus and Cutting the Edge. The Festival will feature slightly more than 100 films from approximately 40 countries. The Festival positions itself as a Cultural Destination Event for the community at-large. The Festival saw a 5% increase in out-of-town visitors to the 2009 Festival an overall increase of more than 30% in attendees at the REEL Seminars and an 8% increase in the Education Outreach screenings.

The Festival generates more than 500,000,000 gross ad and more than 600,000,000 gross media coverage impressions. For 2010, the Festival will expand its target marketing to Film Festival vacationers, "snow birds" and GMCVB targeted cities while increasing its international, national and local general marketing. It has agreements with more than 35 media outlets including: Univision, Miami New Times, Telemundo, Screen International, Classical South Florida, and has contracted with Rogers & Cowan, to ensure greater success in its press and publicity efforts. The Festival will have more than 5,000 students attend screenings at Gusman, FIU and St. Thomas University through the Education Outreach Program, which affords them the opportunity to see a film and discuss it. The 2010 Festival will use five screening venues throughout Miami. At least 10 other venues will be used for housing visitors and invited guests, conducting major events and seminars, holding meetings and social occasions. More than 50 other venues will be used for hospitality, meals and other smaller events with filmmakers, celebrities and industry professionals. The Festival will pilot a new hotel program: "Stay & Screen Saver" to encourage visitors and residents to stay at participating hotels during the Festival. The Royal Palm, Viceroy and W South Beach will participate.

The Festival's non-screening programming will continue include: 1. The REEL Education Series which offers the community, students and Festival attendees access to some of the industry's leading experts on a range of timely topics. 2. The "Encuentros" Program which presents Ibero and Florida Films to an internationally respected panel of advisors, distributors, financial backers and producers for the purpose of assisting in finishing and distributing their films-in-progress. During the 2009 Festival, seven films from five countries and Florida were included. Two have already been picked up for development by financiers and/or agents. 3. ... Cutting the Edge installations involving multi-disciplinary works of art which incorporate at least two forms of artistic expression. These are highly experimental and are designed to showcase provocative and often extreme work at the crossroads of "video installation".

TDC funds will assist in ensuring that the Festival markets the community properly and encourages visitors and residents alike to plan a Festival vacation.

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:	10		300,000		300,000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	12		60,000		60,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	80		380,000		380,000	
MARKETING/PUBLICITY				750,000	25,000	725,000	400,000
PRINTING				70,000		70,000	10,000
POSTAGE				60,000		60,000	
IN-COUNTY TRAVEL				400,000		400,000	80,000
OUT OF COUNTY TRAVEL				20,000		20,000	10,000
EQUIPMENT RENTAL				130,000		130,000	30,000
EQUIPMENT PURCHASE							
SPACE RENTAL				100,000		100,000	30,000
INSURANCE				1,500		1,500	
UTILITIES							
SUPPLIES/MATERIALS				40,000		40,000	10,000
OTHER COSTS (ITEMIZE BELOW):							
	SCREENING FEES			15,000		15,000	
	EVENTS			50,000		50,000	70,000

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)				25,000	
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)				2,376,500	= 25,000 + 2,351,500
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)					640,000
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)				\$ 3,016,500	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	400,000		
CONTRACTED SERVICES		100,000	R&C, DIGITAL DEVOID, ALPHACINE, ASTORIA
TUITIONS			
CORPORATE SUPPORT	725,000	20,000	PRINTFARM, EP
FOUNDATION SUPPORT	564,000		
PRIVATE/INDIVIDUAL SUPPORT	100,000		
GOVERNMENT GRANTS (Identify source)			
FEDER			
AL	NEA, Dept. of Commerce	100,000	
STATE			
	Enterprise Florida	50,000	
	TDC, FEST(\$69K), Miami Beach VCA (25K),		
LOCAL			
	Miami DDA (\$12.5K)	150,000	
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
MFS	225,000		
Merchandise	10,000		
Submission fees	15,000		
Advertising		330,000	COMCAST, MNT, SOMOS, UNIVISION, AE, SI, OTHERS
Airfare, venues, events		190,000	AA, REGAL, GUSMAN, W, VICEROY, ROYAL PALM
Industry fees	12,500		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

2,376,500

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

640,000

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

\$ 3,016,500

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

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

Agenda Item No.: A-5

ORGANIZATION: Miami Gay & Lesbian Film Festival, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: 12th Annual Miami Gay & Lesbian Film Festival

RECOMMENDATION: \$22,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: April 23 - May 5, 2010

EVENT LOCATION: Regal South Beach Cinema, 1100 Lincoln Road

DESCRIPTION:

Funds are requested to support the 12th Annual Miami Gay & Lesbian Film Festival scheduled for April 23 - May 2, 2010. The MGLFF's film screenings, seminars, and parties attract a significant number of gay, lesbian, bisexual and transgender (GLBT) tourists from all regions of the U.S. and internationally. Tourism continues to be MGLFF's largest growth segment as demonstrated by postal code analysis of ticket buyers of which 43% live outside of Miami Dade County.

HOTEL CONFIRMATION:

Shore Club; Winterhaven and Blue Moon

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 7,980 OUT OF COUNTY: 3,640

OUT OF STATE: 2,100 FOREIGN: 280

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 75

room nights anticipated: 300 Actual room nights used last year: 200

OUTSIDE MEDIA:

Print: Mark's List Magazine; Hotspots; She Magazine; Wire

TV: Comcast

PREVIOUS TDC FUNDING:

\$25,000 (07-08); \$7,500 (06-07) End of Cycle; \$5,600 (05-06) \$10,000 (04-05); \$7,200 (03-04); \$8,000 (02-03)

OTHER GOVERNMENT FUNDING:

FEST - \$48,405

MBVCA- \$22,500

Dade County Foundation - \$15,000

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

Program Administrator: Nikenna Smart-Benjamin
111 NW 1st Street, Suite 625 • Miami, FL 33128
Phone: (305) 375-5092 • Fax: (305) 375-3068
email: ndb1@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)
Miami Gay & Lesbian Film Festival, Inc.

120745497

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 7251 NE 2 Ave Suite 107

City: Miami State: FL Zip: 33138 Website: www.mglff.com

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 65 - 830266 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/7/10 Time: 3-5pm

(10) Name: Brittany Clay Mr. Mrs. Ms. Miss Dr.

Title: Operations Director Phone (day): (305) 534 - 9924 ext.

Email: Brittany@mglff.com Fax: () - Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 12th Annual Miami Gay & Lesbian Film Festival

(12) Starting and Ending Dates: 04/23/10 - 05/02/10 (13) Starting and Ending Times: 1-10pm

(14) Address or Location of Project: Regal Cinema 1100 Lincoln Road, Miami Beach

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

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 35

Florida State House District: # 108 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): ~~687~~ 14,175

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

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

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

(18b) Total Participation: 0 Audience/Attending: 14,000 Performing/Instructing: 175
(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 12th Annual Miami Gay & Lesbian Film Festival (MGLFF) is a ten day festival presented on April 23-May 2 and showcases the best emerging works from international, national, and local filmmakers. Over its twelve year history, the MGLFF has become one of the five largest gay, lesbian, bisexual, and transgender (GLBT) film festivals in the U.S. The MGLFF is also the largest GLBT cultural event in the Southeastern U.S. and serves as the gateway to the U.S. for South American GLBT film. The MGLFF showcases Miami as a premier international tourist destination because of the innovation, strength and consistency of its programming.

HOW: Through partnerships with Miami-Dade County Cultural Affairs Department, the Greater Miami Convention and Visitors Bureau, the City of Miami Beach, local and national GLBT organizations (Aqua Foundation, SAVE, The Task Force), media and advertising partners (Comcast, Classical South Florida, Mark's List Magazine, Hotspots Magazine, She Magazine, etc.) and travel partners (Shore Club, and Orbitz), In partnership with the Shore Club, the MGLFF has established vacation packages to further stimulate tourism. These travel packages will be an intrinsic part of our comprehensive marketing campaign which will be promoted at the Sundance Film Festival and Berlinale (Berlin International Film Festival). MGLFF has secured an additional 75 room nights at the Shore Club exclusively for Festival talent and press.

WHERE: This ten day event will consist of 43 program slots, 5 major social events including 3 Galas, numerous supporting parties, networking events, seminars, press events, Q&As throughout Miami-Dade County. Our venues are Regal Cinemas South Beach, Gusman Center for the Performing Arts, FIU Biscayne Bay Campus, Playground Theatre-Miami Shores, and Tower Theatre-Miami. Most of the film titles are eligible for Audience and Jury awards such as the HBO Best Juried Fiction Feature, HBO Best Juried Documentary, HBO Audience Favorite Award, and HBO Audience Favorite Short. Ballots are collected at the end of each eligible film throughout the 10 day event and the winners are announced at the Closing Night Gala. Past participants include: John Waters-2009 Career Achievement Award and Opening Night hosts such as Sharon Gless-2008, Albita-2007, Charytin-2006 and Bea Arthur-2005.

WHY: MGLFF's mission is to enrich, entertain, and educate the public through international and culturally diverse film, that offer historical and contemporary perspectives on the gay, lesbian, bisexual and transgender experience. The MGLFF has been the leading gay and lesbian cultural institution in the Miami-Dade area and it is a prime attractor of GLBT tourists and we expect attendance to exceed 14,000 participants.

TDC SUPPORT: The TDC funds would be used towards marketing, print, equipment rental, and venue rental to encourage tourism. The MGLFF has committed to spending additional marketing time with total marketing impressions of 2.6 million throughout Florida with Comcast. We have also contracted with Lewis Tice to serve as Public Relations Director during our Film Festival. Lewis provides an impressive resume with Film Festival experience at Sundance, Frameline, and Philadelphia Q Film Festival and will be tasked with promoting the MGLFF on an international scale. In addition to printing 12,000 full color Program Guides, the MGLFF will re-introduce 8,000 condensed Film Guides that will be mailed to our entire mailing list which contains addresses throughout the nation. Venue and Equipment rental will allow us to use the best locations such as the Regal Cinema South Beach and Gusman Center and the equipment rental will allow us to execute our program professionally and seamlessly.

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>		135,600		135,600		
ARTISTIC:	NUMBER OF ARTISTS:	_____						
TECHNICAL:	NUMBER OF EMPLOYEES:	_____						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	_____						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>10</u>		85,363		85,363		
MARKETING/PUBLICITY				43,592	10,000	33,592		35,000
PRINTING				27,300	5,000	22,300		
POSTAGE				3,800		3,800		
IN-COUNTY TRAVEL				6,000		6,000		
OUT OF COUNTY TRAVEL				7,500		7,500		5,000
EQUIPMENT RENTAL				25,000	5,000	20,000		
EQUIPMENT PURCHASE								
SPACE RENTAL				39,100	5,000	34,100		5,000
INSURANCE				5,657		5,657		
UTILITIES				6,700		6,700		
SUPPLIES/MATERIALS				7,500		7,500		
OTHER COSTS (ITEMIZE BELOW):								
	PRODUCTION EXPENSE			35,748		35,748		20,000
	FILM/TAPE RENTAL			9,330		9,330		
	HOSPITALITY			2,536		2,536		20,000

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)		25,000		
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	440,726	=	25,000	+ 415,726
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)			Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.	85,000
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 525,726		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	83,405		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	50,000	85,000	COMCAST, ORBITZ, MARK'S LIST, SHORE CLUB
FOUNDATION SUPPORT	30,000		
PRIVATE/INDIVIDUAL SUPPORT	60,321		
GOVERNMENT GRANTS (Identify source)			
FEDERAL National Endowment of the Arts	10,000		
STATE Florida Arts	5,000		
LOCAL MD Cultural Affairs-FEST	45,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Membership	90,000		
Miami DDA	12,500		
Program Advertising	12,000		
Submission Fees	2,500		
Silent Auction/Fundraisers	15,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

440,726

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

85,000

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

\$ 525,726

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

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

Agenda Item No.: A-6

ORGANIZATION: Miami River Fund, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Miami Riverday 2010

RECOMMENDATION: \$6,400

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: April 10, 2010

EVENT LOCATION: 250 NW North River Drive

DESCRIPTION:

Funds are requested to support the 14th Annual Miami Riverday Festival on Saturday, April 10, 2010, at 250 NW North River Drive. The free festival celebrates the unique history and culture of the Miami River, features historical tours and re-enactments, educational boat tours, live music, children activities, environmental education, local cuisine and is located in the heart of Downtown Miami, just minutes away from the nearly 4,000 hotel rooms in the Downtown and Brickell.

HOTEL CONFIRMATION:

None

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 6,000 OUT OF COUNTY: 1,000

OUT OF STATE: 1,500 FOREIGN: 1,500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

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

OUTSIDE MEDIA:

Radio: 1080AM (WMCU), 1360AM (WKAT), 890AM (BIZ)

Print: Miami Herald, El Nuevo, New Times, Diario de las Americas

PREVIOUS TDC FUNDING:

\$7,200 (08-09); \$8,000 (07-08) Started new cycle; \$8,000 (02-03); \$7,200 (01-02); \$8,000 (00-01)

OTHER GOVERNMENT FUNDING:

Community Grants - \$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): **603633319**
 Miami River Fund, Inc. FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: C/O Robert King High, 1407 NW 7 Street, Suite D

City: Miami State: FL Zip: 33125 Website: www.miamirivercommission.org

(4) Applicant Institution Type: Cultural Non-Cultural

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

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

(9) Required Pre-application Consultation: Date: 1/7/10 Time: 3 pm

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

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

Email: miamiriver@bellsouth.net Fax: (305) 642 - 1136 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Miami Riverday 2010

(12) Starting and Ending Dates: Saturday, April 10, 2010 (13) Starting and Ending Times: 11 am- 4 pm

(14) Address or Location of Project: Lummus Park Historic District

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 99

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

(16) Miami-Dade Commission District: # 5 Florida State Senate District: # 40

Florida State House District: # 120 U.S. Congress District: # 17

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

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

(18) Expected Participation (# of individuals): 2000

(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): 5,000

of Children (Ages 6-12): 300 **Total # - All Ages (Ages 0-18):** 1,000

(18b) Total Participation: Audience/Attending: 2,000 Performing/Instructing 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

The Miami River Fund, Inc. is applying to the Miami-Dade County Department of Cultural Affairs Community Grants Program to partially fund the FREE 14th Annual Free Miami Riverday Festival. Miami Riverday celebrates the unique history and culture of the Miami River. This year, Miami Riverday will be celebrated on Saturday, April 10, 2010, 11 am to 4 pm in the Lummus Park Historic District, which includes: 1) Lummus Park, the City of Miami's first established park and the site of the historic Wagner Homestead and the Fort Dallas/William English Plantation; 2) Lummus Landing, a beautiful waterfront park located at 250 NW North River Drive in which the majority of Riverday activities will take place; and 3) the historic Scottish Rite Temple, a Masonic temple and designated historic landmark. The Lummus Park Historic District is located in the multi-cultural center of Downtown Miami, on the south eastern boundary of Overtown. The annual free Miami Riverday festival seeks to enhance the quality of life for Miami-Dade County residents through providing free riverboat tours, historical re-enactments, environmental education (provided by the Miami-Dade County Department of Environmental Resources Management (DERM), the Florida Department of Environmental Protection, the South Florida Water Management District, the Tropical Audubon Society, The Biscayne Bay Aquatic Preserve, Officer Snook & the U.S. Coast Guard, Citizens for a Better South Florida, Operation Green Leaves, Dade Heritage Trust, etc.), marine exhibits, children activities (art education, rock climbing, face painting, etc.), economic development information, local cuisine and live musical performances by Lanny Smith & The Earthman project, The Span Allstars and The Resolvers. Miami Riverday creates an opportunity to showcase to the general public, as well as tourists, the ongoing revitalization of the Miami River, which includes: the completion of the long awaited maintenance dredging of the Miami River, development of the Miami River Greenway, the construction of nearly 16,700 mixed-use, mixed-income residential units, and the creation of new waterfront parks. Now in its 14th year, the free event also honors the County's colorful history and cultural diversity, reinvigorates a connection to nature, and entices residents and visitors alike to celebrate the mixed-use Miami River as a wonderful place to live, work and play. One of the most popular tourist areas in Miami is Downtown, and Miami Riverday 2010 is located minutes away and/or walking distance from several major hotels frequented by tourists, including but not limited to: the Hyatt Regency, The RiverPark Hotel, Mandarin Oriental, Hotel Intercontinental Miami, Conrad Miami, J.W. Marriott, The Radisson, etc., totaling over 4,000 hotel rooms. The Downtown Development Authority and the Greater Miami Convention & Visitor's Bureau market Miami Riverday to hotels. Tourists will be given an opportunity to come together within Miami-Dade County's culturally diverse community to enjoy free live music, riverboat and historical tours, local cuisine in a festive waterfront environment, while learning about the Miami River being the 4th largest port in the State of Florida-generating over \$4 billion in trade with Caribbean countries annually. Miami Riverday is well-suited for Tourist Development Council funds because it is the only free festival along the Miami River and one of few free festivals in Downtown Miami, a local tourist focal point. The Miami River Fund, Inc.'s 13 years of experience in producing this annual free event makes us well prepared to continue creating a successful Riverday festival for tourists and locals to enjoy and will provide them with a genuine taste for the Miami River's unique culture and history. Miami Riverday 2010 will be aggressively marketed with Tourist Development Council funding. It is being marketed with nearly \$10,000-worth of bilingual in-kind and paid radio, newspaper and web advertising on several radio stations, newspapers and websites including: The Miami Herald/El Nuevo Herald, New Times, Diario de las Americas, 1360 AM Radio Luz, 1080 AM WMCU, 890 AM BIZ. In addition, over 5,000 bi-lingual fliers (attached) will be distributed throughout the community and at local events (with help from the New Times Street Team and Miami River Commission staff), and 15 street banners will be placed in high-traffic areas. It will be marketed on the internet via the Miami River Commission, Miami-Dade County, City of Miami, the Greater Miami Chamber of Commerce and Miami events websites. The Miami River Commission, The Dade Heritage Trust, The Miami River Marine Group, the Greater Miami Chamber of Commerce, the Downtown Development Authority and the New Times will all do separate invitation emails and mail-outs.

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	7,200	9,500	PLEASE SEE ATTACHED
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE South Florida Water Management District (SFWMD)	1,837		
LOCAL City of Miami	5,510		
APPLICANT CASH ON HAND	20,579		
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) **50,126**

(50) TOTAL IN-KIND CONTRIBUTIONS
(MUST EQUAL #46 ON PAGE 7) **9,500**

(51) TOTAL PROJECT REVENUES
(MUST EQUAL #47 ON PAGE 7) **\$ 59,626**

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

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:						2,000
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	100		6,850		6,850	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	12		1,028		1,028	1,500
MARKETING/PUBLICITY				25,335		15,000	10,335
PRINTING							1,500
POSTAGE				100		100	
IN-COUNTY TRAVEL				100		100	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				5,071		5,071	500
EQUIPMENT PURCHASE							
SPACE RENTAL				500		500	
INSURANCE				1,098		1,098	
UTILITIES							
SUPPLIES/MATERIALS				2,862		2,862	
OTHER COSTS (ITEMIZE BELOW):							
	CITY OF MIAMI FEES			4,182		4,182	
	MIAMI RIVER TOUR BOATS			3,000		3,000	2,000

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

15,000

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

50,126

 = 15,000 + 35,126

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

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

9,500

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

\$ 59,626

 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 - Third Quarter

Agenda Item No.: A-7

ORGANIZATION: Miami-Dade Public Library Foundation, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Art of Storytelling

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: April 24 - May 1, 2010

EVENT LOCATION: Main Library, 101 W, Flagler Street, Miami, FL 33130

DESCRIPTION:

Funds are requested to support a cultural and professional exchange between the Miami Dade Public Library System and the Argentina Public Libraries. During this international exchange, librarians and storytellers research and perform their craft in each other's country culminating in Miami at a week-long series of professional/artistic workshops, library and school visits, and an international storytelling Family Festival day on May 1, Celebrating its 10th year, this program attracts both national and international audiences.

HOTEL CONFIRMATION:

Hotel St. Michel; Best Western Coral Gables

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 8,550 OUT OF COUNTY: 500

OUT OF STATE: 125 FOREIGN: 75

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 28

room nights anticipated: 28 Actual room nights used last year: 25

OUTSIDE MEDIA:

Print: American Hoy; Parenting Magazine

TV: MD TV; Comcast

PREVIOUS TDC FUNDING:

11,250 (08-09); \$12,500 (07-08); \$4,000 (06-07) End of Cycle; \$5,000 (05-06); \$5,000 (04-05); \$2,250 (02-03); \$2,500 (00-01)

OTHER GOVERNMENT FUNDING:

CG - \$10,000 (Pending)

Friends of MDPL - \$55,000

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): Miami-Dade Public Library Foundation, Inc **805358806**
 FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 101 West Flagler Street
 City: Miami State: Florida Zip: 33130 Website: www.mdplf.org

- (4) Applicant Institution Type: Cultural Non-Cultural
 (5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2002
 (7) FEI#: 01 - 0808831 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 07/13/09 Time: 10 am
 (10) Name: Lainey Brooks Mr. Mrs. Ms. Miss Dr.
 Title: Grant Writer Phone (day): (305) 375 - 5017 ext.
 Email: BrooksL@mdpls.org Fax: (305) 679 - 7792 Phone (other): (305) 375 - 5026 ext.

PROJECT INFORMATION

- (11) Project Title: 10th ANNUAL ART OF STORYTELLING: INTERNATIONAL FESTIVAL
 (12) Starting and Ending Dates: April 24 – May 1, 2010 (13) Starting and Ending Times: 9 am – 9pm
 (14) Address or Location of Project: Main Library, 101 W Flagler Street, Miami, FL 33130
 (15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: #

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

(16) Miami-Dade Commission District: # 1 Florida State Senate District: # 40
 Florida State House District: # 107 U.S. Congress District: # 17
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

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

(18) Expected Participation (# of individuals): 9,250
 (18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):
 # of Infants/Preschool (Ages 0-5): 1,000 # of Youth (Ages 13-18): 500
 # of Children (Ages 6-12): 3,500 Total # - All Ages (Ages 0-18): 5,000

(18b) Total Participation: Audience/Attending: 9,250 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: Extremely excited to be celebrating the 10th year of the Art of Storytelling, the library is once again planning a week-long cultural and educational conference featuring the very best national and international performers and lecturers to appear at schools, libraries, professional workshops, and a Family Festival Day that is free and open to the general public. At the heart of the conference is a cultural and professional exchange in which librarians and storytellers research and perform their craft in each other's country. In addition to this year's partners from Argentina, the Library is bringing national award-winning authors/storytellers to conduct workshops and to perform at the Festival.

How: Presenting this program as an educational conference featuring high-quality professional workshops led by recognized professionals is what brings individuals and groups to Miami-Dade. Last year, visitors came from Colombia and the Caribbean, as well as other areas of the U.S. and Florida. The workshops this year are free which is expected to attract even more participants. Participants in the workshops learn ways how they as librarians, day care workers, parents, and teachers can impact the lives of our children by stimulating their imaginations, sharing cultures, and instilling in the children a love of the arts, reading and libraries. It is expected that approximately 250 people will be attending the workshops. Conducting the workshops are keynote speaker and storyteller Diane Ferlatte, nationally acclaimed storyteller Carrie Sue Ayvar, multicultural story-play expert Sadarri Saskill, Mary Hamilton and Caren Neile, professors from Florida Atlantic University and Storytelling Guild members.

When: This year's Art of Storytelling week runs from April 24 through May 1. Guest artists from Argentina, Angela Prodeli, Nora Nasta and Laura Lagar, spend the beginning of the week visiting schools and libraries. Additional workshops as described above, are held at the Main Library throughout the week. A closing reception is held Friday, April 30 at which time 300 local VIPs, sponsors, workshop attendees, and guests from Argentina are able to network. The week culminates on Saturday, May 1 with the Art of Storytelling International Family Festival Day at the Main Library. Festival Day is open and free to the public. Last year more than 5,000 children attended along with their parents and care-givers to experience live performances by more than 45 artists. The culture of Argentina and other countries are showcased through performances by world renowned storytellers, through art, and with music, all used to highlight their unique histories and culture.

Where: The workshops and festival are held at the Main Library in downtown Miami with activities taking place inside and outside the library building, as well as at the adjacent Historical and Art Museums. There are ongoing performances in the library auditorium, children's room, on the plaza, under tents. For the younger children there is The Children's Corner featuring Mother Goose stories, crafts, and costumed characters.

Who: In addition to the Miami-Dade library professionals, the Argentina contingent and those involved with the program from the Foundation, there will be many artists and groups of artists. Bios are attached.

How: This is an attractive project to the TDC because this project has a proven track record of professionals, audiences and performers learning the importance of planning and executing stories successfully, along with business connections being made through the cultural exchange. However, even with the support of the Argentina Consulate, the American Library Association, Miami-Dade Public Schools, and our various community sponsors such as the Florida Marlins, WPBT2 and Radio Disney, funds are needed to underwrite the professional and artistic presenters along with the marketing collateral. Currently the major underwriters of the festival and the workshops are the Friends of the Library and the Children's Trust. Project planning begins in July when the partner country is contacted. Save the Date cards are in November. Links are provided to the County's web portal and the Chamber of Commerce. Performers are contracted by December. In January, the Miami contingent visits Argentina. In February, a booth is set up at the Amer. Library Association's convention and an ad is placed in their convention journal. In March registrants are re-sent registration materials. A full push consisting of email blasts, print and broadcast ads, outreach activities and print collateral distribution begins in early April. Argentina guests are honored at the BCC. Festival Day is Saturday, May 2. Recap meetings are held in June.

PROJECT EXPENSE BUDGET 2009-2010

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

			TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>6</u>	<u>2,500</u>				<u>2,500</u>	<u>7,500</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>6</u>						<u>3,000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>15</u>						<u>6,500</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>50</u>	<u>50,250</u>				<u>47,250</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>	<u>3,750</u>				<u>2,750</u>	
MARKETING/PUBLICITY			<u>41,000</u>		<u>15,000</u>		<u>30,000</u>	<u>10,000</u>
PRINTING			<u>5,500</u>				<u>5,500</u>	<u>5,000</u>
POSTAGE								
IN-COUNTY TRAVEL			<u>250</u>				<u>250</u>	<u>250</u>
OUT OF COUNTY TRAVEL			<u>15,000</u>				<u>15,000</u>	<u>2,000</u>
EQUIPMENT RENTAL			<u>27,000</u>				<u>27,000</u>	<u>5,500</u>
EQUIPMENT PURCHASE								
SPACE RENTAL								<u>3,000</u>
INSURANCE								
UTILITIES								
SUPPLIES/MATERIALS			<u>22,000</u>				<u>22,000</u>	
OTHER COSTS (ITEMIZE BELOW):								
RECEPTION			<u>5,000</u>				<u>5,000</u>	
HOSPITALITY			<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)	177,250	=	15,000 + 162,250
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)			42,750
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 220,000		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			
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	40,000		
FOUNDATION SUPPORT	55,000		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL Community Grant	9,625		
APPLICANT CASH ON HAND	6,875		
OTHER REVENUES (Itemize below)			
Personnel - Artistic	47,250	17,000	LIBRARY
Media / Printing		15,000	LIBRARY
Travel		2,250	LIBRARY/LAN
Equipment Rental		5,500	LIBRARY
Reception	3,500		ARGENTINE CONSULATE
Space		3,000	ART & HISTORICAL MUSEUMS
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

177,250

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

42,750

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

\$ 220,000

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

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

Agenda Item No.: A-8

ORGANIZATION: New Theatre, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Closing production of the 2009 - 2010 Season

RECOMMENDATION: \$9,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: April 1, 2010 - May 16, 2010

EVENT LOCATION: New Theatre, 4120 Laguna Street, Coral Gables Florida 33146

DESCRIPTION:

Funds are requested to support our final production of the 2009 - 2010 season at New Theatre in Coral Gables, Florida. At the moment, the play is to be announced because we are awaiting response from the licensing agent. This play will either be a critically acclaimed production which closes on Broadway or another new play or classic that fulfills our mission of "new voices, new works and the classics.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 900 OUT OF COUNTY: 200

OUT OF STATE: 50 FOREIGN: 0

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 20

Actual room nights used last year: 12

OUTSIDE MEDIA:

Print: Theatre Mania; Miami Monthly

Radio: WLRN

PREVIOUS TDC FUNDING:

\$10,000 (07-08)

OTHER GOVERNMENT FUNDING:

ADV - \$2,000

Coral Gables - \$15,000 (Pending)

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

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

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-___

QUARTER/CATEGORY

- (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 Theatre, Inc.

197440035

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 4120 Laguna Street

City: Coral Gables State: FL Zip: 33146 Website: www.new-theatre.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1986

(7) FEI#: 59 - 2719156

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/7/10 Time: 3 pm

(10) Name: Eileen Suarez Mr. Mrs. Ms. Miss Dr.

Title: Managing Director

Phone (day): (305) 443 - 5373 ext.

Email: esuarez@new-theatre.org

Fax: (305) 443 - 1642

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: New Theatre's Production of RAISED IN CAPTIVITY

(12) Starting and Ending Dates: April 1 – May 16

(13) Starting and Ending Times: 8–11 pm & 1–4 pm

(14) Address or Location of Project: New Theatre, 4120 Laguna Street, Coral Gables, Florida 33146

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

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

(16) Miami-Dade Commission District: # 2

Florida State Senate District: # 17

Florida State House District: # 34

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 1,165

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

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

of Youth (Ages 13-18): 30

of Children (Ages 6-12): n/a

Total # - All Ages (Ages 0-18): 30

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

Audience/Attending: 1,150

Performing/Instructing 15

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

PROJECT DETAILS

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

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

Since 1986, New Theatre has fulfilled its mission by producing vibrant theatre that stimulates, provokes, challenges, and entertains by cultivating "New Voices- New Works and the Classics". In the course of our past twenty-four years New Theatre has accomplished this by refining and redefining two key facets which encompass our exclusive artistic vision for the South Florida community. Our first passion, earning us National and International recognition, is for being at the forefront of developing and staging new plays by American playwrights, both locally and nationally. The commissioning and World Premiering of the 2003 Pulitzer Prize Winning Play *Anna in the Tropics* by Nilo Cruz has helped validate this status. Undeniably we are proud to be among the nation's leading theatres providing not only a safe home for playwrights and the birth of their works but as active doulas for their plays heading into the network of our country's performance venues. In essence, taking an active part in creating and developing the American Theatre history of tomorrow.

Counter balancing our tenacity for producing new works is our ardent commitment to re-imagining the Classics. By restaging these classic plays, New Theatre fulfills the yearning of an older generation while simultaneously helping fuel interest in younger generations for works that have proven themselves through time.

Our final production of the season, *RAISED IN CAPTIVITY* by Nicky Silver, will take place April 23 – May 16, 2010 with rehearsals commencing March 30, 2010. As the New York Times described it: "*RAISED IN CAPTIVITY* is about guilt, redemption and self-punishment, and, against all odds, it is also very funny... [Silver's] dialogue, which skillfully juxtaposes the banal and the outlandishly whimsical, has the shimmer of an opal... Archly absurdist comedies come cheap these days. Finding one with depth of feeling is truly a cause to celebrate." The production will run for four weeks from Thursday through Sunday, incorporating four performances a week all commencing at 8 pm except for Sundays at 1pm. In addition, there will be two 5:30 pm performances on Sundays throughout the run, for a total of 18 performances. These numbers are always subject to change due to possible extensions.

The performances will be housed in our home at 4120 Laguna Street, Coral Gables, Florida 33146, which comfortably seats one hundred attendees. Our Artistic Director, Ricky J. Martinez will direct a cast comprised of local professional theatre actors and supported by a team of designers that will bring the play to life.

In light of the current economy and decline in disposable income, we anticipate filling a modest 50% of our capacity. Our marketing efforts will include ads and listings on web-based newsletters, and media such as TheatreMania, American Theatre through the Theatre Communications Group, Cultural Connection (WLRN Radio), along with distribution of information to hotel concierge, e-mail announcements to our increasing database. In the summer of 2009, we were happy to announce and launch our online ticket system through Ovationtix, a subsection of TheatreMania. With the ability to purchase tickets online, New Theatre tickets has been more accessible to not only our local patrons, but to a wider patron base that can come as far away as Canada. Nonetheless, word of mouth from our patrons to local as well as out of county and/or state friends continues to give the best results. This grant would greatly assist us in purchasing radio ads and possibly cable television ads to help bring tourists and cross county travelers to this known comedy that had great success on Broadway.

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>	6,600		0		6,600	2,000
ARTISTIC:	NUMBER OF ARTISTS: <u>8</u>	28,860		12,500		16,360	0
TECHNICAL:	NUMBER OF EMPLOYEES: <u>4</u>	2,650		0		2,650	1,000
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>2</u>	2,410		0		2,410	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>1</u>	570		0		570	0
MARKETING/PUBLICITY		4,500		2,000		2,500	2,000
PRINTING		500		500		0	0
POSTAGE		0		0		0	0
IN-COUNTY TRAVEL		285		0		285	0
OUT OF COUNTY TRAVEL		0				0	0
EQUIPMENT RENTAL		0		0		0	0
EQUIPMENT PURCHASE		0				0	0
SPACE RENTAL		8,500		0		8,500	0
INSURANCE		4,000		0		4,000	0
UTILITIES		2,900		0		2,900	0
SUPPLIES/MATERIALS		900		0		900	0
OTHER COSTS (ITEMIZE BELOW):							
	Repairs & Maintenance	400		0		400	0
	Licenses & Permits, dues, etc.	200		0		200	0
	Other Production Costs: Props, Costumes, etc.	685		0		685	1,000

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

15,000

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

63,960

= **15,000** + **48,960**

(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)

\$ 69,960

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	20,300		
CONTRACTED SERVICES	1,350		
TUITIONS	0		
CORPORATE SUPPORT	1,665	3,000	Busy Bee Printing, PK Graphics, MiamiArtzine, Miami monthly, coral gables living, etc.
FOUNDATION SUPPORT	5,300		
PRIVATE/INDIVIDUAL SUPPORT	18,345		
GOVERNMENT GRANTS (Identify source)			
FEDERAL	0		
STATE	0		
LOCAL Miami Dade County	2,000		PORTION OF THE ADVANCEMENT GRANT
APPLICANT CASH ON HAND	0		
OTHER REVENUES (Itemize below)			
Administrative		2,000	2 Administrative time
Other Production Costs: Props, Costumes, etc.		1,000	Individuals - furnitures and costumes on loan as needed
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

63,960

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

6,000

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

\$ 69,960

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

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

Agenda Item No.: A-9

ORGANIZATION: Red Chemistry, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 4th Edition Romance in a Can

RECOMMENDATION: \$6,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: February 14 - May 9, 2010

EVENT LOCATION: Various location throughout Miami Beach and Miami-Dade County

DESCRIPTION:

Funds are requested to support the 4th Edition Romance in a Can premiering 15 independent first-run films. The Festival runs from May 1-9, 2010 at the following venues Coral Gables Cinematheque, Miami Beach Cinematheque, Florida International University auditorium, Miami Beach High School and the Alliance Francaise on Calle Ocho.

HOTEL CONFIRMATION:

Ritz Carlton
Raleigh Hotel

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,500 OUT OF COUNTY: 1,500

OUT OF STATE: 500 FOREIGN: 2,000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 60

room nights anticipated: 60

Actual room nights used last year: 75

OUTSIDE MEDIA:

Eurocinema
WLRN

PREVIOUS TDC FUNDING:

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

OTHER GOVERNMENT FUNDING:

FL Dept of State - \$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):

Red Chemistry Inc.

791139756

Organization's Legal Address: 303 Galen Drive #324

City: Key Biscayne

State: FL

ZIP: 33129

Website: www.romanceinacan.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2006

(7) FEI#: 71-1005467

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: Jan 7 2010 Time: 10:00 am.

(10) Name: Isabelle Lambert

Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

Phone (day): (305) 450 - 5068 ext.

Email: contact

@romanceinacan.com

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 4th Edition The European Film Festival – Romance in a Can

(12) Starting and Ending Dates: April 29–May 9 2010

(13) Starting and Ending Times: 7 -11 pm

(14) Address or Location of Project: Tower Theater, Miami Beach Cinemat., FIU, Alliance Francaise, The Betsy Hotel

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

Primary: #1

Secondary: # 2

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

(16) Miami-Dade Commission District: #5

Florida State Senate District: # 106

Florida State House District: # 35

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 5,500

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

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18): 1,000

of Children (Ages 6-12): 1,000

Total # - All Ages (Ages 0-18): 2,000

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

Audience/Attending: 5,500

Performing/Instructing 850/15

(19) Primary Population:

Children

At-Risk Youth/Adults

Persons with Disabilities

(check only one)

Senior Citizens

Minorities

General (no specific emphasis)

PROJECT DETAILS

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

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. What is the project? 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: With the premiering of "Rien de Personnel" with French director Mathias Gokalp and screenwriter Nadine Lamari in attendance the 4th Edition of Romance in a Can Film Festival opens an 11-day event that brings the best of European cinema to Miami-Dade County. Following this exciting opening night, the Festival presents the documentary "I am Japanese" (Je suis japonais) and the short film "Hosts in Tokyo" followed by a Q&A with Mathias Gokalp at the Alliance Francaise; Meet and greet with French director Mathias Gokalp at The Betsy Hotel in Miami Beach; a **German evening** premiering "Malou" and "Memory" at the Tower Theater; Meet and greet with Spanish film actress Maria Bouzas at The Betsy Hotel; a **Polish Evening** at the Tower Theater and a FIU-South Campus-European Center of Excellence screening "Little Moscow" and a Q&A session with Beata Paszyc, director of the American Institute of Polish Culture; an **Israeli Evening** in collaboration with the French Alliance Miami and the Israeli Consulate of Miami screening "La Petite Jérusalem by Karin Albou and Jaffa by Keren Yedaya; a **Mediterranean Evening** at the Miami Beach Cinematheque-Gallery screening "Never on Sunday" by Jules Darin; a **Short Film Evening** and award ceremony at Miami Beach Senior High School screening "For the Love of", and in collaboration with the Consulado de España and the Centro Cultural Español presenting at Tower Theater the premier of Spanish film "Mujer Invisible" with actress Maria Bouzas attending the Closing Night. Screening more than 21 films from 12 countries at 5 venues, the festival brings an 11-day event filled with the best of European films, a short film competition and opportunities for the **diverse** audience of Miami-Dade County to meet directors, screen writers and actors.

HOW: Romance in a Can appeals to a culturally diverse audience of visitors and tourists with an enjoyable series of evening events during their stay in Miami-Dade County. The Festival attracts visitors and tourists, directors and actors to come to Miami to attend the premiers of their movies in the U.S, to be present at meet and greet events and Q&A sessions. As part of this year promotional campaign, the festival was presented in Puerto Rico during the month of February 2010 and will continue to travel to South America and Central America in 2010-2011. Monthly presentations of a selection of short films are screened at schools, universities, restaurants and bookstores in Miami-Dade. In addition, the Welcome Channel will air a produced commercial supplied by Romance in a Can from April 15- May 9, 2010. In addition advertising placed in the Miami Beach Visitors Bureau, The Greater Miami Convention & Visitor Bureau, The Miami Herald, Nuevo Herald, radio spots in WLRN, TV coverage from WPBT2, South Florida Today/ NBC Channel 6, Deco Drive, WSVN Channel 7, USA21.tv, Welcome Channel, Eurocinema and Atlantic Broadband promote the festival. The festival also publicizes through local publications, local media, hotel publications, and on-line publications such as New Times, AroundTown, Miami Living, Florida Today, Dailymotion, Irreversible, FILMIAMI.ORG, Florida International, Key Biscayne Magazine, The Sun Post, and Ocean Drive. The festival is also promoted to residents, visitors and tourists throughout the year during **Sleepless Nights** in collaboration with the city of Miami Beach and Byron Carlyle Theater; with an on-going **Short Film Competition** for film students from the US and Europe takes place at Miami Beach High School with awards for the best short films presented at the Romance in a Can Film Festival in Miami and with *Cine Magique* a children film festival presented each year in December.

WHEN and WHERE: The 4th Romance in a Can Film Festival runs in Miami from April 29 – May 9 2010. The Festival hosts a gala in February 14th as a tribute to German actress *Marlene Dietrich*. Locations include Tower Theater, Miami Beach Cinematheque, Alliance Francaise, FIU and The Betsy Hotel.

TDC FUNDING supports the launching of an aggressive advertising campaign that promotes the festival at a local, national and international level. In 2010 the Festival expects the participation of more than 5,500 guests, 2,000 tourists, 700 youth participating in the Short Film Competition for Film Students. In 2010, the Festival premiers 21 full-length feature films from 12 countries at 5 venues, with 200 short films submitted by film students from around the world to participate in the Short-Film Competition.

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>					
ARTISTIC:	NUMBER OF ARTISTS:	<u>3</u>		10,000		10,000	5,000
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>1</u>		5,000		5,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>5</u>		5,000	3,640	1,360	5,000
MARKETING/PUBLICITY				25,000	6,170	18,830	
PRINTING				5,000		5,000	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL				5,000		5,000	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							
	SCREENING FEES			10,000	4,500	5,500	
	A/V EQUIPMENT RENTAL			1,000	690	310	

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

15,000

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

66,000 = **15,000** + **51,000**

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

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

10,000

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

\$ 76,000 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	5,000		
CONTRACTED SERVICES	10,000		
TUITIONS			
CORPORATE SUPPORT	9,000	5,000	EUROKINEMA/ATLANTIC BROADBAD
FOUNDATION SUPPORT	3,500	4,000	ALLIANCE FRANCOISE
PRIVATE/INDIVIDUAL SUPPORT	5,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE <u>Specific Support</u>	9,000		
LOCAL <u>DAN</u>	5,000		
APPLICANT CASH ON HAND	730		
OTHER REVENUES (Itemize below)			
<u>Web Advertising and Direct Mail</u>	3,770	1,000	CONSULATE SUPPORT
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

66,000

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

10,000

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

\$ 76,000

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

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

Agenda Item No.: A-10

ORGANIZATION: Virginia Key Beach Park Trust

GRANT REQUEST: \$15,000

TITLE OF EVENT: Fun In the Sun Youth Festival

RECOMMENDATION: \$12,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: May 1, 2010

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

DESCRIPTION:

Funds are requested to support marketing and production costs associated with the production of the second annual Fun in the Sun Youth Festival at Historic Virginia Key Beach Park on May 1, 2010. The event will focus on health, well being and eco-friendly initiatives, targeting youths ages 6-17. The goal of this green initiative is to encourage and connect youth to green public spaces through education, participation and engagement. Proposed youth entertainment include arts and crafts, headliners Daniel Dwayne "Diggy" Simmons, Justin Drew Bieber, local nature personalities Earth Man and Oter John entertaining with live animals.

HOTEL CONFIRMATION:

Hyatt Regency (Pending)

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,550 OUT OF COUNTY: 1,000

OUT OF STATE: 150 FOREIGN: 300

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 4 Actual room nights used last year: 0

OUTSIDE MEDIA:

Print: Biscayne Magazine, Family Magazine, Miami New Times, Miami Herald, Miami Times
Radio: WMBM 1490, Power 96.5

PREVIOUS TDC FUNDING:

\$13,500 (08-09); \$15,000 (07-08)

OTHER GOVERNMENT FUNDING:

Children's Trust - \$10,000 (Pending)
Community Grants - \$7,500 (Pending)

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

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

**FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM**

TDC/10-_____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): 135249964
Virginia Key Beach Park Trust

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 4020 Virginia Beach Drive

Miami State: FL Zip: 33149 Website: www.virginiakeybeachpark.net

(4) Applicant Institution Type: Cultural Non-Cultural

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

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

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

(10) Name: Guy Forchion Mr. Mrs. Ms. Dr.

Title: Interim Executive Director Phone (day): (305) 960 - 4603 ext.

Email: gforchion@miamigov Fax: 305-960-4620 Phone (other): (305) 960 - 4601 ext.

PROJECT INFORMATION

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

(12) Starting and Ending Dates: May 1 – May 1, 2010 (13) Starting and Ending Times: 12 noon to 8 pm

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

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

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 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): 3000

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

400 # of Infants/Preschool (Ages 0-5) 800 # of Youth (Ages 13-18)
800 # of Children (Ages 6-12): 2000 Total # - All Ages (Ages 0-18): 2000

(18b) Total Participation: Audience/Attending: 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: Historic Virginia Key Beach Park will hold its second annual green initiative event, Fun in the Sun Youth Festival (FISY). FISY Festival is an all day green living event focusing on health, well-being and eco-friendly initiatives targeting youth audiences of ages 6-17 in an effort to create awareness of the park's rich cultural history, environmental, health and community benefits. FISY Festival will present well known youth entertainers, fitness gurus, environmental demonstrations, natural foods and arts and crafts. Entertainment headliners include Daniel Dwayne "Diggy" Simmons, Justin Drew Bieber, local nature personalities Earth Man and Oter John entertaining with live animals plus a Green Wear Fashion Show.

WHEN: The Fun in the Sun Youth Festival will be held on Saturday, May 1, 2010 on the green open space at Virginia Key Beach Park beginning at 12 noon to 8 pm in the evening.

WHERE: Historic Virginia Key Beach Park is located on the eastern shore of the island of Virginia Key which is located in Biscayne Bay just off the coast of downtown, Miami, Florida. The beach park consists of 82.5 acres of pristine beachfront property on the Atlantic Ocean shoreline. In addition to the long strip of sandy shoreline, the beach park will have a children's recreational area, dance pavilion, picnic pavilions, bath houses, carousel, mini-train and food and crafts vendors. There will also be live entertainment and health demonstrations throughout the day.

WHO: The targeted audience would be youth between the ages of 5 to 17 years old. The event would also appeal to youth visiting the South Florida area during spring break. The event plans to attract at least 3,000 participants deriving from local schools, youth organizations, churches and visitors. This event is free of charge to the public; however, there is an entry fee of \$5.00 for all vehicles entering the park. Virginia Key Beach Park Trust has not blocked any hotel rooms for this event since the event is being held in the middle of the tourist resort areas of Miami, Miami Beach and Key Biscayne. The Fun in the Sun Youth Festival will attract visitors because it will provide top class entertainment and eco-friendly initiatives that will interest youth as well as people of all ages who will be able to enjoy the beach park at the same time. Key Biscayne tourist resorts are usually filled with families visiting from South America and Europe who are looking for activities geared to children.

Community partners for this project will once again include: the City of Miami Sustainable Initiatives, The Children's Trust, Arts for Learning, the Big Blue and You Foundation and WMIB- The Beat, 103.5 FM will provide live remote broadcast. This event will be promoted by advertisements throughout the city by means of newspapers, pamphlets, flyers, billboards, internet, City of Miami Communications Department, Greater Miami Convention and Visitors Bureau and other media. There will also be remote radio and television broadcasts during the event. Media sponsors negotiations are being made with Clear Chanel(Y-100), 93.9) and Beasley Broadcasting (Power 96).

WHY: Fun in the Sun Youth Festival would benefit from Miami Dade County funding because this green initiative has the ability to create eco-tourism and educate local and visiting youth of the historical natural environment of Historic Virginia Key Beach Park while promoting healthy lifestyles for everyone.

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>3000</u>		<u>3000</u>		<u>1,500</u>
ARTISTIC:	NUMBER OF ARTISTS:							
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>10</u>		<u>2,000</u>		<u>2,000</u>		<u>1,500</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>4</u>		<u>15,000</u>		<u>4,000</u>		<u>11,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY				<u>15,000</u>		<u>7,500</u>		<u>7,500</u>
PRINTING				<u>3,000</u>		<u>1,500</u>		<u>1,500</u>
POSTAGE				<u>2000</u>		<u>500</u>		<u>1500</u>
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL				<u>5,000</u>		<u>1,000</u>		<u>4,000</u>
EQUIPMENT PURCHASE				<u>1,000</u>		<u>1,000</u>		<u>2,000</u>
SPACE RENTAL								
INSURANCE								
UTILITIES								
SUPPLIES/MATERIALS				<u>1,500</u>		<u>500</u>		<u>1000</u>
OTHER COSTS (ITEMIZE BELOW):								

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

15,000

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

47,500

 = 15,000 + 32,500

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

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

10,000

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

\$ 57,500

 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	5,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT		1,500	CITY OF MIAMI, MSI
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		8,500	VOLUNTEERS, ARTISTS, INTERNS, GREEN ART USA
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL (CGP) Cultural Affairs	7,500		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
City of Miami Operating Budget	20,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

47,500

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

10,000

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

\$ 57,500

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

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

Agenda Item No.: B-1

ORGANIZATION: Dance Now! Ensemble, Inc., The

GRANT REQUEST: \$5,000

TITLE OF EVENT: Dance Now! 10th Anniversary Performance

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: April 1, 2010 - May 2, 2010

EVENT LOCATION: Little Haiti Communiy Center, Coco Plum Women's Club, North Beach Bandshell

DESCRIPTION:

Funds are requested to support marketing and artistic fees associated with the production of Dance Now! Ensemble's (DNE) 10th Anniversary performance series at the Coco Plum Women's Club (April 23, 8PM) in Coral Gables and Little Haiti Cultural Center (April 30, 7PM) in Miami, and the North Beach Bandshell (May 2, 5PM) in Miami Beach. Conceived as an "in county" tour, with free and gated performances, this series is designed to create multiple cultural activities, maximizing marketing dollars in order to reach the broadest spectrum of local and tourist audiences. The performances will feature two world premieres from Artistic Directors Hannah Baumgarten and Diego Salterini and excerpts from ten years of DNE repertory.

HOTEL CONFIRMATION:

Indian Creek Hotel

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 325 OUT OF COUNTY: 75

OUT OF STATE: 75 FOREIGN: 25

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 20 Actual room nights used last year: 0

OUTSIDE MEDIA:

Print: Miami Art Guide, New York Times

Radio: WLRN

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

City of Coral Gables - \$1,000

AT& T - \$2,000

City of Miami Beach? - \$15, 873

**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 In-
The Dance Now! Ensemble, Inc. **143059074**

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: PO Box 416525

City: Miami Beach State: FL Zip: 33141 Website: www.dancenowmiami.org

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 65 - 1005951 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/7/10 Time: 3:00 PM

(10) Name: Hannah Baumgarten Mr. Mrs. Ms. Miss Dr.

Title: Artistic Director Phone (day): (305) 975 - 8489 ext.

Email: info@dancenowmiami.org Fax: (305) 762 - 7684 Phone (other): (305) 610 - 0602 ext.

PROJECT INFORMATION

(11) Project Title: Dance Now! (DNE) 10th Anniversary Performance Series

(12) Starting and Ending Dates: Apr 1- May 2, 2010 (13) Starting and Ending Times: 9:00 AM to 9:00 PM

(14) Address or Location of Project: Little Haiti CC. Coco Plum Women's Club. NoBe Bandshell

(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 His- Hispanic Caribbean General (no specific emphasis)
(check only one) Black, Not His- Asian Other (specify):

(18) Expected Participation (# of individuals): 915

(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): 40

of Children (Ages 6-12): 20 Total # - All Ages (Ages 0-18): 60

(18b) Total Participation: Audience/Attending: 900 Performing/Instructing 15
(All Adults PLUS All Children)

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

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

What: Celebrating the company's 10th anniversary, this project includes three DNE contemporary dance performances presented in three distinct cities in Miami-Dade County. Conceived as an "in-county" tour, the goal of this performance series is to reach as many tourists and residents as possible by bringing the company to highly under-served as well as culturally developed areas of Miami-Dade County. The performance in Coral Gables will augment the existing cultural landscape of this location while the Little Haiti Performance is spearheading new cultural initiatives in this neighborhood drawing attention specifically to the new state-of-the-art Little Haiti Cultural Center (LHCC). The Nobe Bandshell performance will draw from the local and tourist population, both due to the fact that it is free and in a high traffic tourist location. Ancillary to this project DNE is also conducting five weekly, reduced cost children and adult classes as part of its year round residency at the LHCC.

How: The Cities of Miami Beach and Coral Gables actively market themselves as cultural destinations; DNE's performance series contributes to the vibrancy of their arts calendars, thereby increasing the cultural value of these destinations. The Little Haiti community, although culturally vibrant, is struggling to gain access to tourist dollars; by presenting a professional performance and conducting long-term residency activities, DNE will heighten the visibility of both the Center and the neighborhood, placing them on the map as cultural destinations.

When and Where: Three Performances: **April 23, Coco Plum Women's Club, \$20/\$15, 1375 Sunset Dr. Coral Gables, Fl 33143; April 30, Little Haiti Cultural Center, \$20/\$10, 212 NE 59th Terrace Miami, Fl 3313; May 2, North Beach Bandshell, Free, Collins Ave and 73rd St. Miami Beach, Fl 33141.**

Marketing: Specifically for this project DNE is collaborating with the City of Miami Parks and Recreation Department and the Haitian Cultural Arts Alliance to promote the event at the LHCC. The Dade Heritage Trust is listing DNE's performance at the Coco Plum Women's Club as part of Dade Heritage Days' featured activities with 25,000 printed programs, advertisement and electronic mailings. Media sponsors include Miami ArtZine, Miami Art Guide and WLRN Radio. DNE's comprehensive marketing plan includes: 5,000 palm cards per event, posters, memberships to MDGLCC, GMCVB, Socialmiami, Miami ArtZine, Dade Heritage Trust, Fla. Dance Assoc.; print and radio advertising in Miami Art Guide, New York Times Travel and Leisure Guide, WLRN; electronic and viral marketing via DNE website, e-mail blasts, Coral Gables, Miami Beach and Miami Parks and Rec. Department e-newsletters, Facebook and twitter; CultureShockMiami, Golden Tickets Programs; Global Spectrum marketing support; Hotel Concierge Liaison Program and word-of-mouth.

Principle Artists: Diego Salterini and Hannah Baumgarten, Artistic Directors and Choreographers, Bruce F. Brown, Technical Director and Lighting Designer, Marilyn Skow, Costume Designer, Janeé Baugher, Poet, Jenny Merkowitz, Composer. See attached Key Personnel Bios.

Tourism Attractiveness: TDC funding will help DNE reach more tourists, contributing to the company's marketing as well as to artists' salaries and production costs. Participating organizations are: LHCC and the City of Miami Parks and Rec. Dep't, providing in kind marketing, studio and theatre rental waiver, box office, usher, and security; Coco Plum Women's Club providing rental subsidy; the Dade Heritage Trust, providing in kind marketing; the North Beach Bandshell Trust providing rental subsidy and marketing.

Hotel Sponsor: The Indian Creek Hotel will serve as the event sponsor providing discounted rates.

Funding for the project was secured through local grants and foundations as early as August 2009 and continues to be sought. Rehearsals for this project will begin April 5, 2010 at the LHCC. Artist contracts are sent out in February 2010, press and marketing for these performances has already begun as of September 2009. As of grant's submission date there are no conflicting dance performances in Miami-Dade County during this project.

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>	5,000				5,000	
ARTISTIC:	NUMBER OF ARTISTS: <u>7</u>	7,000		4,000		3,000	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>3</u>	900				900	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>2</u>	1,000				1,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY		1,600		1,000		600	2,000
PRINTING		700				700	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL		3,200				3,200	2,500
INSURANCE		1,000				1,000	
UTILITIES		500				500	
SUPPLIES/MATERIALS		500				500	
OTHER COSTS (ITEMIZE BELOW):							
	COSTUMES/SETS	1,000				1,000	
	RECEPTION	500				500	
	STAGE RENTAL	3,300				3,300	

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

5,000

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

26,200

= 5,000 + 21,200

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

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

4,500

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

\$ 30,700

Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 2009-2010

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

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	1,500		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT	2,000		
PRIVATE/INDIVIDUAL SUPPORT	2,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
Miami-Dade HCJ/Miami Beach /Coral Gables	15,700		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Marketing		2,000	DADE HERITAGE/CITY OF MIAMI
Space Rental		2,500	LHCC/COCO PLUM
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	5,000		

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

26,200

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

4,500

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

\$ 30,700

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

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

Agenda Item No.: B-2

ORGANIZATION: Miami Council for International Visitors, The

GRANT REQUEST: \$15,000

TITLE OF EVENT: Rendezvous in Miami "National Council for Intl Visitors"
Southern Regional Meeting

RECOMMENDATION: \$6,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: June 2-4, 2010

EVENT LOCATION: MDC Freedom Tower and Mayfair Hotel, Coconut Grove

DESCRIPTION:

Funds are requested to support "Rendezvous in Miami", a three-day celebration of citizen diplomacy. This professional conference will showcase Miami and South Florida as the business, cultural and tourism mecca of the southern U.S. for more than 150 out of town attendees. Capitalizing on our relationships and proximity to Latin America and the Caribbean, over the course of 3 days participants will have the opportunity to experience and explore the diversity of South Florida: its flourishing arts community, its international business scope, its vibrant people, and its beautiful landscape.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 90 OUT OF COUNTY: 50

OUT OF STATE: 100 FOREIGN: 10

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 200

room nights anticipated: 225 Actual room nights used last year: 200

OUTSIDE MEDIA:

Print: Miami Today, Miami Herald, Caribbean News, Diario Las Americas

TV: WLRN

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):

02-258-5816

The Miami Council for International Visitors

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2000 Ponce de Leon Blvd., 6th Floor

City: Coral Gables State: FL Zip: 33176 Website: www.miamiciv.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1959

(7) FEI#: 59 - 6153212 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/7/2010 Time: 3pm

(10) Name: Annette G. Alvarez Mr. Mrs. Ms. Miss Dr.

Title: Executive Director Phone (day): (305) - 421-6344 ext.

Email: agalvarez@miamiciv.org Fax: (305) 443 - 1603 Phone (other): (305) 299 - 9439 ext.

PROJECT INFORMATION

(11) Project Title: "Rendezvous in Miami" National Council for Intl Visitors' Southern Regional Meeting

(12) Starting and Ending Dates: June 2-4, 2010 (13) Starting and Ending Times: 9am - 5pm (6/2-4/10)

(14) Address or Location of Project: MDC Freedom Tower and Mayfair Hotel, Coconut Grove

(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: # 35

Florida State House District: # 113 U.S. Congress District: # 118

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

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

(18) Expected Participation (# of individuals): 250

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

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

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

(18b) Total Participation: Audience/Attending: **250** 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

"Rendezvous in Miami", June 2-4, 2010, is a Southern Regional Conference (encompassing 17 states) for the National Council for International Visitors with an anticipated out of town attendance of more than 100 registrants. Caribbean Heritage Month will play prominently in the theme of the conference showcasing Miami's vibrant arts and multi-cultural community. The opening reception with dance performances by local artists at Miami Dade College's Freedom Tower, sets the stage for participants and the public to revel in "Floribbean" cuisine, history and culture. Over the next two days, at the Mayfair Hotel & Spa in Coconut Grove (contract in place for 205 room nights), participants will attend an opening plenary session, two luncheons and a breakfast with prominent locals serving as keynote speakers (invitations extended to Rep. Ileana Ros-Lehtinen, Pres. Donna Shalala, and Miami Herald reporter Jacqueline Charles) and decide which of 10 breakout sessions to participate in. The goal of this professional development conference is to strengthen the attendees' competency in citizen to citizen international diplomacy. There will also be a specially designed workshop for local non-profit executives on the topic of strategic use of events to increase membership, fundraising and visibility.

It is estimated that 25 of the conference attendees will be Program Officers from the U.S. Department of State along with representatives of national program agencies such as: WorldLearning, Meridian International Center, the International Institute for Education, et al. These key decision makers from Washington, D.C. ultimately determine which cities and states across the U.S. receive participants from the State Department's International Visitor Leadership Program (IVLP) the premier professional exchange program which invites emerging leaders from across the globe to see and experience the U.S. first-hand. The program officers will be taken on a well designed familiarization tour of South Florida on June 2, 2010 where they will visit our community partners: local nonprofit and government organizations, universities and colleges, arts organizations, and area attractions.

Artists invited to perform during the conference will include the Ile lfe Afro-Cuban Dance Company, Ayizan Kreyol Afro-Haitian Dance Company, and the Miami Children's Chorus. Some of these performances will take place at the opening reception, June 2nd, others at the Mayfair Hotel during the course of the conference. Local historian Paul George will give a presentation on the history of Miami at the opening reception at the Miami Dade College's Freedom Tower.

Marketing efforts will include print, radio and electronic media. The National CIV will have a link on their website and the Miami CIV will have a dedicated page on its website. Postcards and tri-fold brochures will be mailed out to national ("sister") organizations with memberships totaling over 100,000 members across the U.S. We need \$11,000 to cover the cost of developing, printing and placing marketing materials locally and across the nation.

With sufficient funds to creatively promote this bi-annual Southern Regional Conference, Miami-Dade could likely see a record number of attendees. The last time MCIV hosted a regional conference was in 1990 and we're overdue in bringing another conference to Miami "where worlds meet."

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>\$20,000</u>		<u>20,000</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
		<u>3</u>					
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>GROUPS</u>		<u>3,000</u>		<u>2,000</u>	<u>1,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>		<u>1,650</u>		<u>1,650</u>	<u>1,200</u>
MARKETING/PUBLICITY				<u>11,000</u>		<u>10,000</u>	<u>1,000</u>
PRINTING				<u>3,025</u>		<u>3,025</u>	
POSTAGE							
IN-COUNTY TRAVEL				<u>3,000</u>		<u>3,000</u>	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				<u>3,000</u>		<u>3,000</u>	
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>2,000</u>		<u>2,000</u>	
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS							<u>1,750</u>
OTHER COSTS (ITEMIZE BELOW):							
	FOOD & BEVERAGE			<u>15,000</u>		<u>15,000</u>	<u>200</u>

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

\$15,000

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

\$61,675 = **\$15,000** + **\$46,675**

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

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

\$5,650

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

\$ 67,325 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	\$0		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	7,000	1,000	BUSINESS CENTERS INTL, MAYFAIR HOTEL
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	3,000	4,650	C-ONE, CL DESIGNS, BERRIES TO WINE, INC., HARAMBEE CENTRE
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND	21,675		
OTHER REVENUES (Itemize below)			
National Council for International Visitors	15,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

61,675

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

5,650

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

\$ 67,325

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

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

Agenda Item No.: C-1

ORGANIZATION: Miami Momentum Dance Company, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Miami Dance Festival 2010

RECOMMENDATION: \$10,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: April 15, 2010 - May 30, 2010

EVENT LOCATION: Byron Carlyle Theater, Gusman Center, Coral Gables Library

DESCRIPTION:

Funds are requested to support the 2010 Miami Dance Festival scheduled for April 15 - May 30, 2010 at various venues around the county including: the Byron Carlyle Theater, Gusman Center, Miami Beach Botanical Garden, Coral Gables Library, Miami Beach Cinematheque, and PAN. Artists include internationally recognized XXXXX (Brazil), Isadora Duncan Dance Ensemble, Momentum Dance Company, Ballet Flamenco La Rosa, plus local favorites: BrazzDance Theatre & Dance Now! Ensemble. The festival will feature international guest artist Geeta Diaz (India) teaching Bollywood dance and Wayne Barbaste of Companie Wayne Barbaste (France) in performances, master classes and lectures.

HOTEL CONFIRMATION:

Coconut Grove Sonesta Hotel

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 3,500 OUT OF COUNTY: 1,000

OUT OF STATE: 900 FOREIGN: 600

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 100

room nights anticipated: 200 Actual room nights used last year: 120

OUTSIDE MEDIA:

WLRN

Miami Beach TV

PREVIOUS TDC FUNDING:

\$7,290 (08-09); \$7,290 (07-08); \$10,000 (06-07); \$9,000 (05-06); \$10,000 (04-05)

OTHER GOVERNMENT FUNDING:

Miami Beach ?

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 #

1-808-30

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

Miami Momentum Dance Company, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: PO Box 331973

City: Coconut Grove State: FL Zip: 33233 Website: www.momentumdance.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1982

(7) FEI#: 59 - 2186047

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/7/10 Time: 3:00 PM

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

Title: Artistic Director

Phone (day): (305) 858 - 7002 ext.

Email: mdanco@bellsouth.net Fax: () N/A -

Phone (other): (305) 606 - 8478 ext.

PROJECT INFORMATION

(11) Project Title: Miami Dance Festival 2010

(12) Starting and Ending Dates: 4/15/10-5/30/10

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

(14) Address or Location of Project: Byron Carlyle Theater, Gusman Center, Coral Gables Library

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

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

(16) Miami-Dade Commission District: # 4

Florida State Senate District: # 35

Florida State House District: # 113

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals):

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

of Infants/Preschool (Ages 0-5): 0 # of Youth (Ages 13-18): 600
 # of Children (Ages 6-12): 200 **Total # - All Ages (Ages 0-18):** 800

(18b) Total Participation: 6,000 Audience/Attending: 6,000 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

The Miami Dance Festival 2010! April 9 – May 29
Events: 18/Admission: Free-\$50/ Attendance: 3,000/Hotel Reservations: 120

Artists/locations

- 1) Internationally acclaimed Companhia C from Brazil in an eclectic blend of Afro-Brazilian, modern dance and folkloric forms. April 9-10 Byron Carlyle. \$23 Students & Seniors \$12
- 2) Internationally recognized Ballet Flamenco La Rosa World Premiere of *La Dama Macbeth* with Guest Artist "La Tati" from Spain. May 1 Gusman Center. \$12-\$50
- 3) Internationally recognized Momentum Dance Company: Two World Premieres plus Guests internationally acclaimed Isadora Duncan Dancers. Byron Carlyle May 14-15. \$23 Students/Seniors \$12
- 4) Miami/Mumbai Night with Geeta Dias showcases this hot international dance/musical style from the world's largest film industry and introduces Neche Dancers – Miami's newest Hip-Hop sensation! Miami Beach Botanical Garden. May 6 at 7:00 PM. Free Admission
- 5) Local favorite Dance Now! in *Ten Years of Now!* Byron. May 8-9. \$25 Students /Seniors \$15
- 7) Lecture/Demo: *Ballet & Modern Dance – What's the Difference?* Momentum Dance Co & Ruth Weisen of Thomas Armour Youth Ballet. May 20 at 7:00 PM. Coral Gables Library. Free Admission
- 8) Special Event: *Moving Shakespeare* – Momentum and Shakespeare Miami bring the Bard's sonnets to life in dance and theater. May 22 at 7:00 PM. Books & Books Coral Gables. Free Admission
- 9) Moving Current Collective (Tampa) in *Some Things Revealed*. May 28-29. Byron \$23 \$12

Tourism – This project will attract over 1,500 out of county and 1,000 out of state visitors because of its unique appeal to dance enthusiasts, teachers, students, scholars, writers, and critics. The combination of an unprecedented 6 World Premieres in diverse styles, plus unique events such as Miami/Mumbai Night, *Moving Shakespeare* and *La Dama Macbeth* give the Festival a profile that no one else can offer! Events are selected to appeal to Hispanic, youth, senior, African-American and international audiences. More free events than ever will appeal to visitors as well as local families in five different neighborhoods. Festival 2009 attracted national TV and print coverage. Expanded Festival 2010 will attract even more as our reputation for innovation and cross-cultural collaboration continues to grow! Current media coverage includes Univision (April 22), NBC (May 15), WLRN (May 1), dates currently in discussion with other media outlets

Project is attractive for TDC – Offering a unique profile with national and international resonance in cultural/multi-cultural circles, attracting dance enthusiasts, teachers, scholars, students, writers, critics. It creatively leverages arts to bring new tourism and economic development to well-known venues as well as underserved but emerging neighborhoods, providing an exciting dynamic with countywide presence. It utilizes the combined appeal of diverse internationally recognized groups in a positive media savvy way that meets local tourism goals and attracts national media.

Collaborations M. Beach Cinematheque, Miami Beach Botanical Garden, Isadora Duncan Dancers, Ballet Flamenco La Rosa, Brazz Dance Theater, Dance Now!, TA Youth Ballet, Neche Dance

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

Implementation – Overall event coordination by Momentum with a 27-year track record of administrative excellence and creative programming. Local (both English & Spanish language) and National publicists are promoting this event. Online ticketing available on Momentum's website. Festival brochure will be mailed to 30,000 & distributed in hotels, plus other local promotions.

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>		4,000		4,000	
ARTISTIC:	NUMBER OF ARTISTS:	<u>10</u>		8,000		8,000	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>6</u>		4,000		4,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>50</u>		26,500		26,500	5,000
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>4</u>		2,800	1,000	1,800	
MARKETING/PUBLICITY				15,000	7,000	8,000	1,400
PRINTING				12,300	4,000	8,300	
POSTAGE				5,000	3,000	2,000	
IN-COUNTY TRAVEL				1,000		1,000	
OUT OF COUNTY TRAVEL							8,000
EQUIPMENT RENTAL				700		700	
EQUIPMENT PURCHASE							
SPACE RENTAL				3,000		3,000	7,000
INSURANCE				1,500		1,500	
UTILITIES				800		800	
SUPPLIES/MATERIALS				100		100	
OTHER COSTS (ITEMIZE BELOW):							
	MISCELLANEOUS			1,000		1,000	

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

15,000

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

85,700

 =
 15,000 +
 70,700

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

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

21,400

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

\$ 107,100

 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	30,000		
CONTRACTED SERVICES	5,000		
TUITIONS	500		
CORPORATE SUPPORT	500	21,400	C.B. RICHARD ELLIS, SOUTH BEACH PUBLIC RELATIONS, BALLET FLAMENCO LA ROSA,
FOUNDATION SUPPORT	2,000		
PRIVATE/INDIVIDUAL SUPPORT	4,500		
GOVERNMENT GRANTS (Identify source)			
FEDERAL Tarp Funds	4,000		BRAZZ DANCE THEATER,
STATE Culture Builds Florida	2,000		DANCE NOW ENSEMBLE
Miami-Dade, Coral Gables, Miami Beach			
LOCAL Grants	20,000		
APPLICANT CASH ON HAND	1,000		
OTHER REVENUES (Itemize below)			
Concessions	1,200		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

(49) TOTAL CASH REVENUES
(MUST EQUAL #45 ON PAGE 7) 85,700

(50) TOTAL IN-KIND CONTRIBUTIONS
(MUST EQUAL #46 ON PAGE 7) 21,400

(51) TOTAL PROJECT REVENUES
(MUST EQUAL #47 ON PAGE 7) \$ 107,100

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

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

Agenda Item No.: C-2

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

GRANT REQUEST: \$10,000

TITLE OF EVENT: Festival Yachad - Israeli Folk Dance Festival

RECOMMENDATION: \$7,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: May 28, 2010- June 6, 2010

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

DESCRIPTION:

Funds are requested to support the Michael-Ann Russell Jewish Community Center's (JCC) annual Israeli Folk Dance Festival featuring more than 350 dancers from the JCC's Bamachol Dance Academy along with 130 dancers from Israeli dance groups /programs from Broward County, Latin America, Canada, and Israel Festival Yachad will feature two shows in North Miami Beach - on Friday morning, May 28, 2010, at the Michael-Ann Russell JCC, and on Sunday evening, June 6, 2010, at the Julius Littman Theater for the Performing Arts.

HOTEL CONFIRMATION:

Marco Polo Beach Resort

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,575 OUT OF COUNTY: 250

OUT OF STATE: 25 FOREIGN: 25

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 125

room nights anticipated: 125 Actual room nights used last year: 125

OUTSIDE MEDIA:

Print: Miami Herald; Jewish Journal; Sun Sentinel

PREVIOUS TDC FUNDING:

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

OTHER GOVERNMENT FUNDING:

CG - \$10,000 Pending

**MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 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*) **159-228-436**
Michael-Ann Russell Jewish Community Center, Inc. FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 18900 NE 25th Avenue

City: North Miami Beach State: FL Zip: 33180 Website: www.marjcc.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1987

(7) FEI#: 59 - 2791269

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 01/12/10 Time: 10am

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

Title: Assistant Executive Director

Phone (day): (305) 932 - 4200 ext. 127

Email: marjccdavid@aol.com

Fax: (305) 937 - 1793

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Festival Yachad – Israeli Folk Dance Festival

(12) Starting and Ending Dates: 05/28/10 / 06/06/10 (13) Starting and Ending Times: 10-11:15am/5-7pm

(14) Address or Location of Project: Julius Littman Performing Arts Theater & Michael-Ann Russell Jewish Community Center

(15) Municipality in which project will take place (use codes): Primary: # 7 Secondary: # 0

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

(16) Miami-Dade Commission District: # 4 Florida State Senate District: # 38

Florida State House District: # 104

U.S. Congress District: # 22

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

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

(18) Expected Participation (# of individuals): 2,355

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

of Infants/Preschool (Ages 0-5): 175 # of Youth (Ages 13-18): 100

of Children (Ages 6-12): 700 Total # - All Ages (Ages 0-18): 975

(18b) Total Participation: Audience/Attending: 1,875 Performing/Instructing 480
(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: Festival Yachad, an Israeli Folk Dance Festival organized by the JCC's Hebraica Department's Bamachol Dance Academy, celebrates Jewish and Israeli culture through choreographed Israeli dance performances with beautiful costuming that showcase the accomplishments of dancers in the Academy's year-round dance program, along with the participation of invited dance groups/programs from the local South Florida community and abroad. Now in its 14th year, Festival Yachad has grown in stature in Israeli dance circles with interest to participate by dance groups from Latin America, North America, and Israel. This year, 90 dancers (plus 10 chaperons) from Mexico, Brazil, Canada, and Israel are expected to participate along with 400 dancers from our South Florida community (includes 40 dancers from Israeli dance programs in Broward County).

How: Festival Yachad will bring to Miami-Dade at least 90 dancers from out-of-the country, who will stay at the Marco Polo Beach Resort, 19201 Collins Avenue, Sunny Isles Beach, and frequent local stores, businesses, and restaurants. It is estimated that 125 hotel rooms will be utilized for their stay. The Festival will include 40 dancers from Broward based Israeli dance programs. Festival Yachad will continue to generate attendance from the Tri-County area.

When: Festival Yachad will be comprised of three performances on three different days, two of which will be presented in North Miami-Dade County. A free Showcase Performance will be held on Friday, May 28, at 10am; a Children's Performance will be held on Sunday, June 6, at 5pm. Additionally, several events revolving around the dance performances will take place, including Friday night traditional "Sabbath Dinner" for visiting dance groups on May 28 and June 4, at the Marco Polo Beach Resort; a Saturday night Pool Party catered by Kosher Subway for visiting and local dance groups on May 29, at the JCC; and a celebratory party for visiting and local dance groups at a club or restaurant in the Aventura area on Sunday night, May 29.

Where: A Showcase Performance (May 28) will be held in the Scheck Family Gymnasium of the Michael-Ann Russell JCC, 18900 NE 25th Ave., NMB, featuring invited dance groups from out-of-the-country, including Project Dalet (Mexico), Lehaka Aviv (Brazil), and Or Chadash (Canada), and a Children's Performance (June 6) will be presented at the Julius Littman Theater for the Performing Arts, 17011 NE 19th Avenue, NMB, featuring local dancers from the JCC's Bamachol Dance Academy and the Posnack JCC in Broward County, and Ryverdance Studio from Mexico.

HOW: TDC funding will enhance the project's tourism attractiveness by providing funding for paid advertising in the local press (e.g., Sun Sentinel, Hallandale Digest, and Jewish Journal - Broward and Palm Beach editions), printing of promotional material for distribution throughout Broward and Palm Beach Counties, and contribute to the overall production through subventing costs for costumes and stage scenery. Planning of Festival Yachad is an ongoing year-long process; JCC dancers begin in the fall learning dance choreographies; and invited dance groups must RSVP by March 15, coinciding with the beginning of Festival promotional efforts.

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>	7,000		0		7,000	5,408
ARTISTIC:	NUMBER OF ARTISTS: <u>22</u>	0		0		0	7,224
TECHNICAL:	NUMBER OF EMPLOYEES: <u>4</u>	2,500		0		2,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>3</u>	3,500		0		3,500	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>3</u>	1,500		0		1,500	
MARKETING/PUBLICITY		10,000		3,000		7,000	
PRINTING		10,000		0		10,000	2,000
POSTAGE		1,800		0		1,800	
IN-COUNTY TRAVEL		3,080		0		3,080	
OUT OF COUNTY TRAVEL		0		0		0	
EQUIPMENT RENTAL		6,000		0		6,000	
EQUIPMENT PURCHASE		0		0		0	
SPACE RENTAL		3,200		0		3,200	
INSURANCE		0		0		0	
UTILITIES		0		0		0	
SUPPLIES/MATERIALS		12,000		7,000		5,000	2,000
OTHER COSTS (ITEMIZE BELOW):							
	PROF. SOUND/LIGHTING	1,500		0		1,500	
	REFRESHMENTS DANCERS	2,200		0		2,200	
	SECURITY	1,250		0		1,250	
	VIDEO PRODUCTION	1,000		0		1,000	

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

10,000

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

66,530 = 10,000 + 56,530

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

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

16,632

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

\$ 83,162 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>22,000</u>		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	<u>21,000</u>	<u>4,000</u>	DARNEL INC. /MARK WEISSER PRODUCTIONS
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	<u>3,530</u>	<u>12,632</u>	ADMIN./ARTISTIC FEES
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>CG</u>	<u>10,000</u>		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	<u>10,000</u>		

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

66,530

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

16,632

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

\$ 83,162

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

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

Agenda Item No.: D-1

ORGANIZATION: Miami Goin' Green, LLC

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami Goin' Green

RECOMMENDATION: \$6,250

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: For Profit

DATE(S) OF EVENT: April 24, 2010

EVENT LOCATION: Bayfront Park, Miami

DESCRIPTION:

Funds are requested to support our marketing efforts associated with the Miami Goin' Green open air festival, which is scheduled to take place on April 24, 2010. The event takes place during Earth Week which emphasis our mission to to educate the community on the importance and how easy it is to be "Green." This one-day event has several components including an Eco-Stage, Entertainment Stage, Kids Science Tent, Clothing Swap and more.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 9,000 OUT OF COUNTY: 3,000

OUT OF STATE: 1,500 FOREIGN: 1,500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 250 Actual room nights used last year: 0

OUTSIDE MEDIA:

TV: Discovery Channel
Print: Miami New Times

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):

Miami Goin' Green, LLC

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2550 S. Bayshore Drive, Suite .11

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

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2008

(7) FEI#: 26 - 3996881 (8) State of Incorporation: Florida

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

(10) Name: Anthony Albelo Mr. Mrs. Ms. Miss Dr.

Title: Event Director Phone (day): (305) 461 - 2700 ext.

E:tony@miamigoinggreen.com Fax: (305) 445 - 6179 Phone (other): (305) 206 - 8252 ext.

PROJECT INFORMATION

(11) Project Title: Miami Goin' Green

(12) Starting and Ending Dates: 04/24/2010 (13) Starting and Ending Times: 10am - 7pm

(14) Address or Location of Project: Bayfront Park, 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: # 7 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)
 Black, Not Hispanic Asian Other (specify): _____
 (check only one)

(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 0-5): 500 # of Youth (Ages 13-18): 1,000

of Children (Ages 6-12): 2,250 Total # - All Ages (Ages 0-18): 3,750

(18b) Total Participation: Audience/Attending: 15,000 Performing/Instructing 20
 (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

Miami Goin' Green which takes place on April 24, 2010 at Bayfront Park in downtown Miami, is an open air festival where people can come to see what the latest in being green is. The event was created with a fun aspect to it so it could be inviting to people who may not have "being green" as one of the priorities in life. We created many fun and interesting aspects to the event so that people could see how easy it is to start going green and how very small changes in their lives could initiate large scale change. Last year's event had an incredible diverse crowd of over 10,000 people. This year we expect to hit 15,000 people. The photos of the event tell a real story of diversity and general audience appeal.

The event takes place during "Earth Week," a globally recognized celebration of the environment and being socially and environmentally responsible. The event has several key components that make up the event as a whole. Smaller areas and components like: the Eco-Stage - a workshop area with guest speakers talking about everything from how to save electricity on a daily basis to how to eat healthy and organic. The Eco-Stage is an outlet for non-profit group and vendors alike to get their message out. The Entertainment Stage - where our radio partners have brought in local and regional talent to keep the crowds entertained. Although not necessarily green related, the acts on the entertainment stage help grow the attendance at Miami Goin' Green. Kids Science Tent - Which has been renamed to the MiaSci Mad Lab (sponsored by the Miami Museum of Science) where kids can create and interact with hands-on experiments. All the activities at the Mad Lab are connected to environmental concepts. Fashion Forward - a Clothing Swap (sponsored by Goodwill) is an interesting concept in being green - "reuse." Goodwill sets up a min-store where people can trade clothing items for other clothing items. Clothes swaps are huge on the west coast and their popularity is growing here. In addition to the great features, the event is hosted at the perfect spot: Bayfront Park in downtown Miami. With plenty of green open space and access from public transportation, we cannot think of a better location.

We are building on our successful marketing and advertising plan from last year and EXPANDING our marketing efforts from last year. Last year we partnered with Beasley Broadcasting for non-Hispanic radio, SBS for Hispanic radio, WPLG Channel 10 for broadcast TV. We ran over 400 commercials on Discovery Channel, TLC, and HGTV. We also had a very strong and aggressive P/R campaign with over 650,000 viewers and 18 news stories run on the event. Currently we have doubled our cable campaign and added an additional Spanish-language TV station, Channel 23. With the increased effort, we expect our attendance to grow from 10,000 to 15,000.

We plan on using TDC funding to increase our advertising plan specifically in cable campaigns outside of the tri-county area. We realize that strong advertising is the cornerstone of any successful event and we plan to expand the event to its fullest potential.

Miami Goin' Green is the largest green event in the S.E. United States. As it matures, it will become the de facto source for people from all over Florida and neighboring states. This means tourist dollars. We are currently partnered with EarthDay Network who hosts the largest green event in the country out of Washington D.C. We are their "southern counterpart" as their director put it.

The green movement is here to stay and Miami Goin' Green is positioned at the perfect time of the year at a premier location. It is a winning event and a feather in the cap of Miami-Dade County.

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>	75000				75000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>2</u>	20000				20000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>1</u>	10000				10000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>12</u>	12000				12000	
MARKETING/PUBLICITY		100000		10000		90000	
PRINTING		20000		5000		15000	
POSTAGE		5000				5000	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		13000				13000	
EQUIPMENT PURCHASE		10000				10000	
SPACE RENTAL		20000				20000	
INSURANCE		3000				3000	
UTILITIES							
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							
	PRODUCTION COSTS	25000		10000		15000	

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8) 25000

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 313000 = 25000 + 288000

(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) \$ 313000 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 - Third Quarter

Agenda Item No.: E-1

ORGANIZATION: Greater Miami Billfish Tournament

GRANT REQUEST: \$20,000

TITLE OF EVENT: Yamaha Contender Miami Billfish Tournament

RECOMMENDATION: \$9,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: March 23-28, 2010

EVENT LOCATION: 300 Alton Road, Miami Beach, FL 33139

DESCRIPTION:

Funds are requested to support the marketing and printing costs associated with the production of Yamaha Contender Miami Billfish Tournament, a tournament that promotes sportfishing, which is thriving all over the world, as an enjoyable activity for the entire family. Scheduled to take place from March 23-28, 2010, this tournament showcases Miami as the capital of this ever-growing spectator and participant sport, while also promoting marine conservation and preservation ethics, along with businesses and artist from the South Florida area.

HOTEL CONFIRMATION:

The Doubletree Grand

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 2,000 OUT OF COUNTY: 1,500

OUT OF STATE: 400 FOREIGN: 100

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 47

room nights anticipated: 55 Actual room nights used last year: 47

OUTSIDE MEDIA:

TV: NBC 6; Sun Sport, FOX Sports

Radio: 99.9 Kiss Country

PREVIOUS TDC FUNDING:

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

OTHER GOVERNMENT FUNDING:

CG - \$6,000 (Pending)

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 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):

799675017

Greater Miami Billfish Tournament, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: P.O. Box 1036

City: Key Biscayne State: FL Zip: 33149 Website: www.miamibillfishtournament.com

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 65 - 0208811 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/7/2010 Time: 3PM

(10) Name: Judy Bradley-Layne Mr. Mrs. Ms. Miss Dr.

Title: Managing Director Phone (day): (305) 598 - 2525 ext.

Email: fish@miamibillfish.com Fax: (305) 598 - 2512 Phone (other): (305) 812 - 2179 ext.

PROJECT INFORMATION

(11) Project Title: Yamaha Contender Miami Billfish Tournament

(12) Starting and Ending Dates: March 25th-28th, 2010 (13) Starting and Ending Times: Varies Daily

(14) Address or Location of Project: 300 Alton Rd. Miami Beach, FL 33139

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

01 Miami	10 Homestead	19 Golden Beach	28 Aventura
02 Miami Beach	11 Miami Shores	20 Pinecrest	29 Islandia
03 Coral Gables	12 Bal Harbour	21 Indian Creek Village	30 Sunny Isles Beach
04 Hialeah	13 Bay Harbor Island	22 Medley	31 Miami Lakes
05 Miami Springs	14 Surfside	23 North Bay Village	32 Palmetto Bay
06 North Miami	15 West Miami	24 Key Biscayne	33 Miami Gardens
07 North Miami Beach	16 Florida City	25 Sweetwater	34 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: # 05 Florida State Senate District: # 38

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

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

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

(18) Expected Participation (# of individuals): 4,000

(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): 75

of Children (Ages 6-12): 60 Total # - All Ages (Ages 0-18): 160

(18b) Total Participation: Audience/Attending: 3,600 Performing/Instructing: 400
(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 and HOW: The Greater Miami Billfish Tournament is a fishing tournament, which promotes Sportfishing as a world-class competitive sport and an enjoyable, healthy activity for the entire family, all while encouraging marine conservation, education and kids programs. We not only attract tourists to Miami-Dade county because of the fantastic fishing opportunities available, but the tournament reaches out to the local community, bringing a tremendous economic impact to Miami and its businesses. The event also works with local children through education, as well as providing an opportunity to learn about fishing and marine conservation via free trips provided by the tournament.

The status of fishing is growing, and competitors travel all over the country and outside the US to participate. International competitors fish this event to gain points as a leg of two separate series of tournaments. Our cash award structure, along with trophies and prizes, encourage novice anglers, as well as the most experienced fisherman. Varied divisions for juniors, Pee Wee and ladies make it fun for people of all ages and levels of experience to participate. New for 2010, the tournament is expanding by adding a new one day event on Saturday to fill a need requested by many executives and families that would like to participate. The public, friends, families and tourists all enjoy daily dockside festivals and parties. These festivities include waterfront game-fish weigh-ins, music, raffles, and food, along with exhibitors and a Baywalk Festival with local arts and crafts – Free to the public - making the event an attractive weekend activity. Along with our anglers, local and national corporate sponsors and volunteers also travel to attend and support the event.

WHERE and WHEN: All activities at the tournament are open to the public. The event attracts thousands of people throughout the weekend, starting off with a kick-off party on March 25th offering food, exhibits and live local musical entertainment by Kevin Hurley. The next three days, March 26, 27, and 28th, include fishing competition, along with free daily dock parties and our Baywalk Arts Festival. Sunday, the final day, continues into the evening with a silent auction open to the general public, followed by a dinner buffet, live music from a local steel drum caribbean band, and awards ceremony. Various marine conservation groups also travel to attend to provide information to the public on their efforts to preserve the resources in the area. All activities take place at Miami Beach Marina at 300 Alton Road in South Beach. This year, the tournament will again feature an 11,000 square foot tent, which is erected to host our festivities and awards ceremony, as well as our auctions to nearly 500 participants.

WHY: Our event is a worthy use of TDC funds because of the positive economic impact Miami businesses enjoy generated by local and out-of-town tourist that attend our event. The tournament also creates a year-round media spotlight on Miami, promoting the city as "the location" for great fishing, and Florida as the "Fishing Capital of the World". This is accomplished through various marketing campaigns and media outlets including local and national print advertising, which runs for four months prior to the event, along with local and national television and radio coverage through advertising and event coverage. Media partners include WNBC-6, CBS-4, The Beach Channel, WQAM and WKIS 99.9FM. Various cable programs also feature the event in hour-long episodes that run nationally multiple times during the year. The tournament itself executes various marketing campaigns throughout the year via direct mail, electronic marketing, printed collateral, and its popular web site.

The tournament not only attracts participants to come to the event itself, but its publicity machine exposes anglers to Miami as a worthwhile destination all year long – whether they choose to fly in, or dock their own yacht. Our event utilizes many local businesses and books almost 50 room nights at our Host Hotel, the Doubletree Grand. This fishing tournament highlights the tremendous, natural resource Miami offers as the ultimate fishing destination and therefore, an excellent tourist attraction.

PROJECT 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>50</u>							15,000
ARTISTIC: NUMBER OF ARTISTS: _____							
TECHNICAL: NUMBER OF EMPLOYEES: _____							
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS: <u>16</u>	7,000				7,000		
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES: <u>1</u>	93,000				93,000		5,000
MARKETING/PUBLICITY	22,500		10,000		12,500		18,000
PRINTING	26,500		10,000		16,500		15,000
POSTAGE	2500				2500		
IN-COUNTY TRAVEL	500				500		
OUT OF COUNTY TRAVEL	2500				2500		
EQUIPMENT RENTAL	6000				6000		
EQUIPMENT PURCHASE	3000				3000		
SPACE RENTAL	3300				3300		
INSURANCE	4200				4200		
UTILITIES	3700				3700		
SUPPLIES/MATERIALS	30,600				30,600		
OTHER COSTS (ITEMIZE BELOW):							
ACCT./LICENSE/TAXES	11,500				11,500		
BANQUET/EVENT COSTS	60,100				60,100		4,000
AWARDS/TROPHIES	193,800				193,800		12,000
YOUTH FISHING DAY	1500				1500		3,000

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

20,000

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

472,200

 = 20,000 + 452,200

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

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

72,000

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

\$ 544,200

 Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 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	253,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	86,000	63,000	CORP. SPONSORS -- TEXAS DE BRAZIL, NET-TO-GO, BORDERS, ADMIRAL OIL, BIG GAME FISHING JOURNAL, ETC.
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Auctions/Raffles	111,500	9,000	CORP. SPONSORS -- PELAGIC, STANDARD COFFEE, HOOK & TACKLE, CROOK & CROOK
Interest	1700		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	20,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	472,200	
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		72,000
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 544,200	

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

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

Agenda Item No.: F-1

ORGANIZATION: Miami Northwest Express Track Club, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 35th Annual Northwest Track & Field Classic

RECOMMENDATION: \$10,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: June 11-13, 2010

EVENT LOCATION: MDCC, North/Traz Powell Stadium, 11380 NW 27th Avenue

DESCRIPTION:

Funds are requested to support the 35th Annual Northwest Track & Field Classic. This event involves youth from the Bahamas, British Virgin Islands, Canada, Cayman islands, Jamaica, Mexico, Puerto Rico and throughout the United States and u.S. Virgin Islands.

HOTEL CONFIRMATION:

Homewood Suites by Hilton

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 3,500 OUT OF COUNTY: 1,100

OUT OF STATE: 400 FOREIGN: 2,000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 120

room nights anticipated: 1,200 Actual room nights used last year: 1,200

OUTSIDE MEDIA:

Radio: Hot 105, WEDR, & WMBM (all pending)

PREVIOUS TDC FUNDING:

End of Cycle -\$8,000 (08-09); \$15,000 (07-08); \$5,600 (06-07); \$10,000 (05-06); \$7,000 (04-05); End of Cycle-\$4,900 (03-04); \$4,900 (02-03); \$5,600 (01-02); \$6,300 (00-01); \$7,000 (99-00)

OTHER GOVERNMENT FUNDING:

NA

**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):

115736394

MIAMI NORTHWEST EXPRESS TRACK CLUB INC.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1310 N.W. 90 STREET

City: MIAMI State: FL Zip: 33147 Website: WWW.MNWEXPRESS.COM

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 59 -1967181 (8) State of Incorporation: FLORIDA

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

(10) Name: JESSE HOLT Mr. Mrs. Ms. Miss Dr.

Title: VOLUNTEER EXECUTIVE DIRECTOR Phone (day): (305) 836- 2409 ext.

Email: jholt12121@aol.com Fax: (305) 691- 6390 Phone (other): (305) 401-5247 ext.

PROJECT INFORMATION

(11) Project Title: 35th Annual Northwest Track & Field Classic

(12) Starting and Ending Dates: June 11-13, 2010 (13) Starting and Ending Times: 8:00am-10:30pm

(14) Address or Location of Project: Miami Dade College, North Campus/Traz Powell Stadium

(15) Municipality in which project will take place (use codes): Primary: # 1 Secondary: # 99

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

(16) Miami-Dade Commission District: # 02 Florida State Senate District: # 10

Florida State House District: # 36 U.S. Congress District: # 17

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

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

(18) Expected Participation (# of individuals):

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

of Infants/Preschool (Ages 0-5): 20

of Youth (Ages 13-18): 630

of Children (Ages 6-12): 350

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

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

Audience/Attending:

Performing/Instructing

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

What is the Project?

The 35th Annual Northwest Track & Field Classic provides 3 days of competition that is held during the second weekend of June each year. The competition involves thousands of athletes, Coaches, Chaperones and fans from the Caribbean and throughout the United States. As a result of this event, many Cultural exchanges occur, and life-time friendships are established.

The Annual Northwest Track & Field Classic is a happening! It is like a reunion for athletes and fans that no longer live in South Florida, but always look forward to the second week in June to attend. Many who participated in the Classic when they were kids now enter their kids for meaningful fun and competition. Participants come from the Bahamas, Bermuda, British Virgin Islands, Canada, Cayman Islands, Jamaica, Puerto Rico, Trinidad, Mexico and the United States and U.S. Virgin Islands. Last year's Classic drew 3,200 participants and approximately six thousand spectators.

How will it attract tourist to Miami-Dade County?

This event is advertised in Track and Field News; National Master News; Youth Running; Southern Running Journal and in several track and field Magazines. Athletes throughout the world can enter Track & Field events for the 35th Annual Northwest Track & Field Classic Online. More than 5,000 Meet informational packets will be mailed to athletes, colleges and universities.

To attract tourists as well as athletes and track fans from Florida, we will advertise in Florida Running & Triathlon the official publication of USA Track & Field – Florida. We will advertise locally in the Miami Times and the Miami Herald to attract athletes and fans.

When will it take place?

The event will be held at Miami-Dade College, North Campus/Traz Powell Stadium on June 11-13, 2010. The second week-end in June is a good time for participating athletes from the Caribbean to request Visa's from their country's Embassy.

How many event(s) are planned?

Only track and field events are planned in conjunction with the 35th Annual Northwest Track & Field Classic.

Where will the event(s) take place?

Miami-Dade College, North Campus/Traz Powell Stadium, located at 11380 N.W. 27th Avenue.

Who are principal competitors, artists, etc?

Boys and girls as young as four years of age, as well as male and female athletes who are elite, amateur or just fun seekers. Everyone is welcome to participate in the Classic.

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

By providing funds to help defray basic promotional costs and meet essentials. The other organizations involved in the project's production are the USA Track & Field Association, and the Florida affiliate sanctions the event and provides the Certificate of Insurance to assure the safety of all participants and the spectators.

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>							1,500
ARTISTIC: NUMBER OF ARTISTS: _____							
TECHNICAL: NUMBER OF EMPLOYEES: <u>100</u>							2,000
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS: _____							
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES: _____							
MARKETING/PUBLICITY	10,000		2,500		7,500		
PRINTING	5,000		2,000		2,500		
POSTAGE	1,500		600		400		500
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL	5,500		2,500		3,000		
EQUIPMENT PURCHASE	3,000				4,000		
SPACE RENTAL	5,000				5,000		
INSURANCE	2,000				2,000		
UTILITIES							
SUPPLIES/MATERIALS	3,000		2,000		1,000		
OTHER COSTS (ITEMIZE BELOW):							
AWARDS: MEDALS, WATCHES, TROPHIES	17,000		5,400		11,600		4,000
PLAQUES, BATONS							
•SEE THE ATTACHED ITEMIZED LIST							

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)			15,000			
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	52,000	=	15,000	+	37,000	
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)						4,000
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 56,000				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	5,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	20,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	12,000	4,000	
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)

52,000

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

4,000

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

\$ 56,000

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

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

Agenda Item No.: G-1

ORGANIZATION: Mad Dog Mandich Fishing Classic, LLC.

GRANT REQUEST: \$12,000

TITLE OF EVENT: Publix Mad Dog Mandich Fishing Classic

RECOMMENDATION: \$5,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: For Profit

DATE(S) OF EVENT: May 21-22, 2010

EVENT LOCATION: Miami Beach Marina - 300 Alton Road, Miami B

DESCRIPTION:

Funds are requested to support the Mad Dog Mandich Fishing Classic, a fishing tournament promoting sportfishing, a thriving sport and an enjoyable activity for the entire family. Our tournament is held at the Miami Beach Marina, May 21 - May 22, 2010. We will showcase South Florida as the capital of this ever growing spectator sport, while promoting Miami as a popular travel destination. We will also promote an awareness for Shake-A-Leg Miami and Marine Conservation through the Coastal Conservation Association.

HOTEL CONFIRMATION:

The Alexander (Pending)

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,500 OUT OF COUNTY: 750

OUT OF STATE: 200 FOREIGN: 50

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 30 Actual room nights used last year: 22

OUTSIDE MEDIA:

TV: WTVJ NBC6, Sun Sports, FOX Sports South, Sportsman's Adventures

Radio: WQAM 560 AM, WKISS 99.9 FM, sun Radio 99.5 FM, WBGG 105.9 FM

PREVIOUS TDC FUNDING:

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

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):

018458360

Mad Dog Fishing Classic, LLC

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 7400 SW 50th Terr. Suite 303

City: Miami State: FL Zip: 33155 Website: www.maddogclassic.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2007

(7) FEI#: 26 - 0261143

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/7/2010 Time: 3pm

(10) Name: Judy Bradley-Layne

Mr. Mrs. Ms. Miss Dr.

Title: Managing Partner

Phone (day): (305) 667-0399 ext.

Email: judy@maddogclassic.com

Fax: (305) 598 - 2512

Phone (other): (305) 812 - 2179 ext.

PROJECT INFORMATION

(11) Project Title: Publix Mad Dog Mandich Fishing Classic

(12) Starting and Ending Dates: May 21-22, 2010

(13) Starting and Ending Times: 6am-10PM

(14) Address or Location of Project: Miami Beach Marina 300 Alton Rd. Miami Beach, FL 33139

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

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

(16) Miami-Dade Commission District: # 05

Florida State Senate District: # 38

Florida State House District: # 107

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 2,500

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

of Infants/Preschool (Ages 0-5): **20** # of Youth (Ages 13-18): **60**

of Children (Ages 6-12): **40** **Total # - All Ages (Ages 0-18):** **120**

(18b) Total Participation:

(All Adults PLUS All Children)

Audience/Attending: 2,325

Performing/Instructing 175

(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 and HOW: The Mad Dog Mandich Fishing Classic is a fishing tournament, which promotes Sportfishing as both a world-class competitive sport and an enjoyable and healthy activity for the entire family. Hosting this event is Jim "Mad Dog" Mandich, who was a member of the Miami Dolphins undefeated 1972 season and is now the color analyst for the Miami Dolphins, along with hosting his own popular sports radio talk show. Jim's appeal and popularity bring a huge media impact to the tournament. The MDMFC also helps to attract tourists to Miami-Dade county because of the fantastic fishing opportunities available here. The tournament's prize structure encourages novices, as well as the most experienced fisherman, to participate with enticing cash awards, along with trophies and prizes. Varied divisions of amateurs, juniors, Pee Wee and ladies make it fun for people of all ages and levels of experience. The community, friends, families and tourists will enjoy the free dockside festivities including waterfront game-fish weigh-ins, live local music, raffles, food & drinks specials, a beautiful parade of boats and dockside activities— making the event an attractive weekend destination. Along with our anglers, local and national corporate sponsors, volunteers will also travel to attend and support the event.

WHERE and WHEN: All activities at the tournament are open to the public and attract hundreds of people throughout the weekend. The event will start with a kick-off party on May 21st offering food, exhibits and live musical entertainment. The next day, Saturday May 22nd includes the fishing competition, along with a free dock party. The party will continue through the evening on Saturday with a silent auction open to the general public, followed by a dinner buffet by Texas De Brazil, live music including Kevin Hurley and Patrick McDonnell and our awards ceremony. Shake-A-Leg Miami and Coastal Conservation Association will also be in attendance to help promote and grow this worthwhile project. All activities take place at the conveniently located and highly profiled Miami Beach Marina at 300 Alton Road in South Beach, which also hosts some of the top tournaments in South Florida. Texas De Brazil will host our festivities and awards ceremony, as well as our live and silent auctions where we anticipate over 300 participants.

WHY: Our event is a worthy use of TDC funds because of the positive economic impact Miami businesses enjoy generated by local and out-of-town tourist that attend our event. The tournament also creates a year-round media spotlight on Miami, promoting the city as "the location" for great fishing, and Florida as the "Fishing Capital of the World". This accomplished because of the already solid reputation the tournament has created because of its quality, prize structure and ability to generate media exposure locally and nationally through various marketing campaigns and media outlets including local and national print advertising, which run for months prior to the event, along with local and national television and radio coverage through advertising and event coverage. Media partners include WQAM, WKIS Kiss Country 99.9 FM, The Beach Channel, Sun Radio 99.5 FM, and NBC. The tournament will also execute various local and national marketing campaigns throughout the year via direct mail, electronic marketing, printed collateral, and through our web site www.maddogclassic.com.

Not only will this tournament attract participants to come during the competition itself, but its publicity machine exposes participants to Miami as a worthwhile destination all year long – whether they choose to fly in, or dock their own boat – dock slip space is available for all guests. Our event will utilize many local businesses as vendors and will book several room nights with our Host Hotel The Alexander. This fishing tournament highlights the tremendous, natural resource Miami offers as the ultimate fishing destination and therefore, an excellent tourist attraction.

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>	51,500				51,500	
ARTISTIC:	NUMBER OF ARTISTS: _____						
TECHNICAL:	NUMBER OF EMPLOYEES: _____						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: _____						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: _____						
MARKETING/PUBLICITY		8,550		8,000		550	3,595
PRINTING		4,275		4,000		275	5,000
POSTAGE		2,000				2,000	
IN-COUNTY TRAVEL		400				400	
OUT OF COUNTY TRAVEL		300				300	
EQUIPMENT RENTAL		1,465				1,465	
EQUIPMENT PURCHASE							
SPACE RENTAL		4,000				4,000	
INSURANCE		2,000				2,000	
UTILITIES		290				290	
SUPPLIES/MATERIALS		500				500	2,000
OTHER COSTS (ITEMIZE BELOW):							
	AWARDS/TROPHIES	22,000				22,000	5,000
	CONTRIBUTIONS	13,000				13,000	
	MERCHANDISE	6,900				6,900	
	EVENT/BANQUET COSTS	10,720				10,720	26,600

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

12,000

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

127,900

=

12,000

+

115,900

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

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

\$42,195

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

\$ 170,095

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		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	69,400	37,195	GRAY TAXIDERMY, TEXAS DE BRAZIL, MIAMI BEACH MARINA, C.O.W., ETC.
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Auctions/Raffles	8,500	5,000	DONATED ITEMS: MIAMI DOLPHINS, HOOK & TACKLE, PELAGIC, HOOTERS, ETC.

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

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	127,900		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		42,195	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 170,095		* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: G-2

ORGANIZATION: Michael Epstein Sports Productions, Inc.

GRANT REQUEST: \$9,600

TITLE OF EVENT: Nautica South Beach Triathlon

RECOMMENDATION: \$6,600

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: For Profit

DATE(S) OF EVENT: April 11, 2010

EVENT LOCATION: Lummus Park, South Beach, 404 NW 3rd Court

DESCRIPTION:

Funds are requested to support the Nautica South Beach Triathlon. The event to the Nautica Malibu Triathlon, the premiere event in the sport of Triathlon. The event taking place on Sunday, April 11, 2010 on South Beach will comprise celebrity, fundraising, corporate and community components. It will be televised Nationwide on Fox Sports Network, reaching approximately 80 Million homes and be advertised nationally in key endemic and non endemic print media.

HOTEL CONFIRMATION:

Bentley Beach Hotel - 38 rm nts
Essex House - 85 rm nts
Marriott South Beach - 40 rm nts

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 840 OUT OF COUNTY: 950
OUT OF STATE: 600 FOREIGN: 10

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 276

room nights anticipated: 1,326

Actual room nights used last year: 1,200

OUTSIDE MEDIA:

TV: Fox Sports Network

PREVIOUS TDC FUNDING:

\$13,200 (08-09); \$20,000 (07-08)

OTHER GOVERNMENT FUNDING:

MBVCA - \$35,000

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

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

836804989

Michael Epstein Sports Productions, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 29395 Agoura Road, Suite 102

City: Agoura Hills State: CA Zip: 91301 Website: www.mesp.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1994

(7) FEI#: 95 - 4480432

(8) State of Incorporation: CA

(9) Required Pre-application Consultation: Date: 1/19/10 Time: 3:30pm EST

(10) Name: Michael Epstein

Mr. Mrs. Ms. Miss Dr.

Title: President

Phone (day): (818) 707- 8866 ext. 13

Email: michael@mesp.com

Fax: (818) 707-8868

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Nautica South Beach Triathlon

(12) Starting and Ending Dates: 4/11/10-4/11/10

(13) Starting and Ending Times: 7:00am – 12:00pm

(14) Address or Location of Project: Lummus Park, Miami Beach, FL

(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: # 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): 2,400

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED): 700

of Infants/Preschool (Ages 0-5): 125

of Youth (Ages 13-18): 75

of Children (Ages 6-12): 500

Total # - All Ages (Ages 0-18): 700

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

Audience/Attending: 4,800

Performing/Instructing 2,400

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

PROJECT DETAILS

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

(33) Briefly describe below your proposed project in a clear and concise narrative. In responding to this question please answer the following questions with as much detail as possible. **What** is the project? 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 third annual Nautica South Beach Triathlon is taking place on Sunday, April 11, 2010 on South Beach and will comprise of celebrity, fundraising, corporate and community components. Starting this year Nautica South Beach Triathlon will include an Olympic distance race in addition to the traditional Classic distance, which will bring approximately 600 additional athletes to Miami Beach. Both races will feature a beautiful swim that will run parallel to world famous South Beach, starting at 5th and Ocean. The bike course will be a relatively flat course crossing over Miami Beach's famous Causeways with scenic views of the Intracoastal Waterway, downtown Miami and Miami Beach. The run will be a very fast out and back course, alongside Miami Beach's Art Deco District on Ocean Drive, finishing on the white sands of South Beach.

The marketing plan for the Nautica South Beach Triathlon will promote the event as the country's finest destination triathlon, drawing from the success of the previous two races. National advertising began in December, 2009 and culminates with a 30 minute program on Fox Sports Network in May. National advertising includes Men's Health Magazine the largest men's magazine in the world and Triathlete Magazine the most read endemic publication in the sport. We also direct mail to athletes all over the US and via email and the internet to athletes throughout the US and the world. Outreach efforts began in September, 2009 and will continue through to the event. The funds from the TDC grant will play an integral role in the marketing campaign that the event implements in order to reach athletes all over the country and the world.

National media outlets that are anticipated to cover the event include People Magazine, US Weekly, Access Hollywood and many more. Coverage will include the fittest celebrities' at the most beautiful destination in the country. The event received 142,068,129 impressions in 2009 and similar media coverage is expected for 2010.

The Nautica South Beach Triathlon is being promoted as a destination event, encouraging triathletes from around the country to head to Miami Beach to enjoy the event and the surrounding pleasures of the area. The event sold out at 600 entries for the Olympic race and 1,500 entries for the Classic race. It is expected to bring more than 2,400 spectators from all over the United States. The event has secured hotel bookings at a variety of Miami Beach establishments, totaling more than 276 room nights for the weekend. It is expected that approximately 30% of the athletes will be traveling from out of state, using more than 1,000 hotel room nights over the weekend. There will be a registration fee to participate as an athlete. The pricing structure for the Olympic race is as follows: individual athletes will pay \$130 before January 1, \$140 before March 1 and \$150 up to race day; relay teams will pay \$180 before January 1, \$190 before March 1 and \$200 up to race day. The pricing structure for the Classic race is as follows: individual athletes will pay \$90 before January 1, \$100 before March 1 and \$110 up to race day; relay teams will pay \$130 before January 1, \$140 before March 1 and \$150 up to race day. All ancillary events, including the free Fitness clinics, Saturday Beach Expo and Celebrity Award Ceremony are free to the participants and public. The Beach Expo will also feature all event partners as well as myriad local organizations and companies promoting health and wellness. Celebrities slated to participate this year include Eliza Dushku, Ali Vincent, 2007 Ironman World Champion Chris "Macca" McCormack, and Natalie Morales from NBC's *Today*, among others.

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>60,000</u>		<u>0</u>		<u>60,000</u>	<u>0</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>N/A</u>		<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>34</u>		<u>63,000</u>		<u>0</u>		<u>63,000</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>N/A</u>		<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>N/A</u>		<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
MARKETING/PUBLICITY				<u>34,760</u>		<u>5,000</u>		<u>29,760</u>	<u>0</u>
PRINTING				<u>10,500</u>		<u>2,000</u>		<u>8,500</u>	<u>0</u>
POSTAGE				<u>16,000</u>		<u>2,600</u>		<u>13,400</u>	<u>0</u>
IN-COUNTY TRAVEL				<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
OUT OF COUNTY TRAVEL				<u>31,500</u>		<u>0</u>		<u>31,500</u>	<u>0</u>
EQUIPMENT RENTAL				<u>28,500</u>		<u>0</u>		<u>28,500</u>	<u>0</u>
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
SPACE RENTAL				<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
INSURANCE				<u>500</u>		<u>0</u>		<u>500</u>	<u>0</u>
UTILITIES				<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
SUPPLIES/MATERIALS				<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>0</u>
OTHER COSTS (ITEMIZE BELOW):									
	<u>ATHLETE FOOD</u>			<u>18,500</u>		<u>0</u>		<u>18,500</u>	<u>0</u>
	<u>TV</u>			<u>28,000</u>		<u>0</u>		<u>28,000</u>	<u>0</u>
	<u>PARTY</u>			<u>6,500</u>		<u>0</u>		<u>6,500</u>	<u>0</u>
	<u>BANNERS</u>			<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>0</u>
	<u>PHOTOGRAPHER</u>			<u>1,000</u>		<u>0</u>		<u>1,000</u>	<u>0</u>
	<u>CITY SERVICES</u>			<u>39,000</u>		<u>0</u>		<u>39,000</u>	<u>0</u>

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

9,600

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

347,760 = **9,600** + **338,160**

(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)

\$ 347,760 Sum of #45 Cash & #46 In-kind 347,760

* 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	168,160	0	N/A
CONTRACTED SERVICES	0	0	N/A
TUITIONS	0	0	N/A
CORPORATE SUPPORT	135,000	0	N/A
FOUNDATION SUPPORT	0	0	N/A
PRIVATE/INDIVIDUAL SUPPORT	0	0	N/A
GOVERNMENT GRANTS (Identify source)			
FEDERAL N/A	N/A	0	N/A
STATE N/A	N/A	0	N/A
LOCAL Miami Beach VCA	35,000	0	N/A
APPLICANT CASH ON HAND	0	0	N/A
OTHER REVENUES (Itemize below)			
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	9,600		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	347,760
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)	0
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 347,760

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

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

Agenda Item No.: G-3

ORGANIZATION: Offshore Events, LLC

GRANT REQUEST: \$25,000

TITLE OF EVENT: 3rd Annual Sunny Isles Beach Offshore Powerboat Challenge Weekend

RECOMMENDATION: \$10,050

EVENT CATEGORY: Sports

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: For Profit

DATE(S) OF EVENT: June 10 - June 13, 2010

EVENT LOCATION: Sunny Isles Municipal Beach and Haulover Park, 10800 Collins Avenue

DESCRIPTION:

The funds are requested to underwrite marketing expenses associated with the 3rd Annual Sunny Isles Beach Offshore Powerboat Challenge Weekend. This 4-day, action-packed event highlights those local area landmarks, and celebrates the history of Miami as the birthplace of offshore ocean racing and high performance boat manufacturing. The event is estimated to attract over 45,000 participants and spectators; contributes significantly to the local economy with an estimated 4 million in hotel revenues and over 14,000 room nights; increased commerce for area restaurants and retail shops; and showcases the city of Sunny Isles Beach, the beauty and history of the local area.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 115,230 OUT OF COUNTY: 16,728

OUT OF STATE: 3,063 FOREIGN: 652

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 18,000

Actual room nights used last year: 6,000

OUTSIDE MEDIA:

Print: Power Boat Magazine, Poker Runs America, Performance Boat Magazine
TV: ESPN, FOX Sports

PREVIOUS TDC FUNDING:

\$15,000 (07-08)

OTHER GOVERNMENT FUNDING:

City of Sunny Isles Beach - \$54,750 (Pending)
Miami Dade Sports Commission - \$14,250 (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)
Offshore Events, LLC

847353146

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 6905 W. Broward Blvd. Suite 109

City: Plantation State: FL Zip: 33317 Website: <http://www.offshoreevents.net>

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2008

(7) FEI#: 26-3824861

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 1/7/2010 Time: 3 PM - 5 PM

(10) Name: Katy Steiger Mr. Mrs. Ms. Miss Dr.

Title: Event Director

Phone (day): (305) 332 - 5900 ext. n/a

Email: katysteiger@me.com

Fax: (954) 321-2372

Phone (other): (954) 873-0027 ext. n/a

PROJECT INFORMATION

(11) Project Title: 3rd Annual Sunny Isles Beach Offshore Powerboat Challenge Weekend

(12) Starting and Ending Dates: 6/10/2010 - 6/13/2010 (13) Starting and Ending Times: 10AM-11PM

(14) Address or Location of Project: Sunny Isles Municipal Beach and Haulover Park, 10800 Collins Ave.

(15) Municipality in which project will take place (use codes): Primary: # 30 Secondary: # 99

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

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

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

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

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

(18) Expected Participation (# of individuals): 602 participants / 47613 spectators

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

of Infants/Preschool (Ages 0-5): 1,300 # of Youth (Ages 13-18): 3,000

of Children (Ages 6-12): 800 Total # - All Ages (Ages 0-18): 5,100

(18b) Total Participation: Audience/Attending: 35,680 Performing/Instructing: 600
(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 3rd Annual Sunny Isles Beach Offshore Powerboat Challenge Weekend is a 4- day, action-packed event open to both professional and amateur racers. Events include a historic open ocean endurance race from Sunny Isles Beach to Bimini and back. With race boat classes that include; the center console completing in the same waters as the high performance classes like Turbine Engine, we've created an attainable challenge for the average boat owner.

The Powerboat Challenge Weekend celebrates the history of Miami as the birthplace of open ocean racing and the high performance boat industry. Significant changes in the world of offshore racing place this weekend in the position to become a signature-sporting event and adds to the sporting identity of the Miami communities and the marine industry, while contributing significantly to the local economy.

We are currently in contract with OPA Racing consisting of 60 teams, making this their first race in the state of FL. Offshore powerboat racing is a high priced sport and its competitors and spectators have the time and money to follow their teams. The event is also estimated to attract 15,000 spectators from throughout the State of FL and the South East who are high potential return visitors. Race participants and out of town spectators spend more than the average tourist to the area.

The event is scheduled for Thursday, June 10 - Sunday June, 13th - on the cusp of the shoulder season. There are three main events in the Bimini Ocean Challenge, the OPA heat and trial races on Saturday and the OPA Finals on Sunday: Race 2 of the GEICO Offshore Racing Series.

The weekend also includes a private visit to The Historical Museum of Southern Florida's, Harrison Boat Collection Warehouse, Concours d'Elegance of exotic and a car show on Sunday, nightly entertainment and an auction to benefit our partner in cause-The Friends of the Miami Marine Stadium / Miami Heritage Trust Fund.

The event has received national and international media exposure. Preceding each race, GEICO is changing up to 50% of their national media buy over to advertise the racing venue. This year coverage is expanded to include a TV Show: GEICO Offshore Racing Series to be aired on Fox Sports, National 30 minute TV show, in which The 3rd Annual Sunny Isles Beach Offshore Powerboat Challenge is Race 2 of 8; in the GEICO Offshore Race Series and will be captured on 3 of the 24 episodes. Iceman Productions, Canada will be filming a TV show for the Super V Lite Class.

In addition, Supercat Racing will be broadcasting LIVE simulcast via the world wide web and race parties are being help by the retailer network of Republic National Distribution.

The Preferred Partner Hotels include, The Fairmont Turnberry Resort, The Newport Beachside Resort, The Marco Polo/ Ramada, Sole on the Ocean, The Double Tree Ocean Point Hotel, and we continue to negotiate with Trump International.

This year teams from Saudi Arabia, Norway, Italy, South Africa; and professional teams as Team GEICO, Aquamania, and Amsoil have already committed to participate in June 2010.

We are requesting TDC funding to assist with our marketing and promotions efforts such as the design and production of the event map/ program, paid advertising spots, sponsor decals, event weekend banners, marketing research, and minor office expenses.

The event is produced by Offshore Events, LLC and sponsored by the City Of Sunny Isles Beach. The event has enjoyed the support of various local hotels and other area businesses estimated at more than 100,000.

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:	0		0		0	0
ARTISTIC:	NUMBER OF ARTISTS:	0		0		0	0
TECHNICAL:	NUMBER OF EMPLOYEES:	0		0		0	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	5		14,500		14,500	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	4		51,000		51,000	0
MARKETING/PUBLICITY		56,557		21,000		35,557	26,043
PRINTING		7,000		3,000		4,000	0
POSTAGE		1,000		500		500	0
IN-COUNTY TRAVEL		9,200		0		9,200	20,000
OUT OF COUNTY TRAVEL		3,400				3,400	00
EQUIPMENT RENTAL		15,375		0		15,375	16,700
EQUIPMENT PURCHASE		14,700				14,700	0
SPACE RENTAL		14,000		0		14,000	12,000
INSURANCE		20,000		0		20,000	0
UTILITIES		4,800		0		4,800	0
SUPPLIES/MATERIALS		12,300		500		11,800	0
OTHER COSTS (ITEMIZE BELOW):							
	HOSPITALITY/REFRESHMENTS/MEALS	18,235		0		18,235	12,500
	SAFETY/SECURITY EXPENSES	39,300		0		39,300	6,000
	PRIZES, TROPHIES, AWARDS	61,000		0		61,000	0
	CONTRACT LABOR	30,000		0		30,000	10,000
	LEGAL & ADMINISTRATIVE FEES	54,250		0		54,250	0
				0			

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

25,000

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

426,117 = 25,000 + 401,117

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

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

103,743

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

\$ 529,860

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	7,500		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	56,500	50,443	ROOM REBATES, CORPORATE SPONSORS, AREA BUSINESS CONTRIBUTIONS
FOUNDATION SUPPORT	109,550	14,250	TRAVEL, FACILITY USE
PRIVATE/INDIVIDUAL SUPPORT	48,100	20,300	USE OF BOATS & EQUIPMENT
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>Miami-Dade Parks & Rec</u>		4,000	LIGHT TOWERS & DUMPSTERS
<u>City of SIB</u>	40,000	14,750	BARRICADES, TRASH CANS, ADVERTISING, ETC.
APPLICANT CASH ON HAND	89,467		
OTHER REVENUES (Itemize below)			
<u>Team Registration Fees</u>	45,000		
<u>Merchandise Sales</u>	5,000		

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

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

426,117

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

103,743

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

\$ 529,860

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

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

Agenda Item No.: H-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

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 125 OUT OF COUNTY: 125

OUT OF STATE: 0 FOREIGN: 0

HOTEL ROOM NIGHTS PROJECTION:

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) FE#: 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 Coastal 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	
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