



**MIAMI-DADE COUNTY
FINAL OFFICIAL MINUTES
Tourist Development Council
PANEL WORKSHOP**

Board of County Commissioners
Biltmore Hotel Coral Gables
1200 Anastasia Avenue
Flagler Meeting Room
Miami, Florida

July 29, 2010
As Advertised

Harvey Ruvlin, Clerk
Board of County Commissioners

Diane Collins, Acting Division Chief
Clerk of the Board Division

Karen Harrison, Commission Reporter
(305) 375-1296



**CLERK'S SUMMARY OF AGENDA ACTION
AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL PANEL WORKSHOP
July 29, 2010**

The Tourist Development Council (TDC) convened in the Flagler Meeting Room at the Biltmore Hotel Coral Gables, 1200 Anastasia Avenue, Coral Gables, Florida at 3:00 p.m. on July 29, 2010. There being present Chairman José "Pépe" Diaz and members, Mr. Stuart Blumberg, Mr. George Cozonis, Mr. Rex R. Oleson, Mr. William Perry III, Mr. Gene Prescott, and Ms. Olga Ramudo. (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

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

Chairman Diaz called the meeting to order at 4:56 p.m. He noted the intent of this meeting was to review any problems the Council members had with the conflicts of interest policy and to review the TDC guidelines and application process.

I. Reports and Discussion Items

A. Conflict of Interest Policy

Chairman Diaz noted he discussed the foregoing item with Assistant County Attorney Debra Maston and was advised that the Commission on Ethics and Public Trust (COE) had recently taken over the responsibility of the Conflict of Interest Policy.

Additionally, Assistant County Attorney Maston explained that the COE would be responsible for interpretations of potential violations of the Code of Ethics.

Chairman Diaz mentioned how difficult the concept of this policy was and he suggested the Council make careful decisions. He also noted, his understanding of the conflict of interest policy was related to financial gain or profit; however, perception could become an issue of conflict. Chairman Diaz noted his concern with this policy was related to him possibly having a conflict of interest because he knew individuals involved with applicant organizations that would require him to vote. He also noted he was not in agreement with the conflict of interest policy if the Council member did not gain or profit from it, because the service benefited the public.

Chairman Diaz noted he received several written opinions regarding the conflict of interest policy from the County Attorney's Office. He noted he had met with Mr. Robert Myers, Executive Director of COE regarding the development of some ordinances. He stressed the need to be transparent and work within the requirements of the law to ensure accuracy and that no violations were committed; however, he expressed concern if the conflict of interest was based

on an individual's perception. Chairman Diaz also referred to Mr. George Corzonis who acknowledged his work relationship with an applicant organization, which would be considered a conflict of interest.

Responding to Chairman Diaz' comment of his concern with some conflicts of interest, Mr. Michael Spring, Director of Cultural Affairs explained that while no financial benefits were involved, working with that applicant organization might indicate favoritism as a conflict of interest.

Discussion ensued among the Council members regarding how to eliminate criticism from the public by refraining from the appearance of favoritism with applicant organizations by declaring it to be a conflict of interest.

Following further discussion, Chairman Diaz noted he wanted to ensure public awareness that the Council members would not benefit from voting to award the applicant organizations.

Discussion ensued regarding perception of the Council member's actions as a conflict of interest.

Mr. Michael Spring clarified that Chairman Diaz' involvement with the Judo or Soccer events was not a conflict of interest at today's (7/29) previous TDC meeting because he had not served on their Board, and although he served on the Miami Dade Sports Commission, this too would not constitute a conflict of interest.

Discussion ensued regarding how complex it was for Chairman Diaz and other elected officials that served on the Council as voting members and the need to be excused if their District or municipality was involved.

Following further discussion, Mr. George Corzonis questioned the conflict of interest policy regarding Council members who made donations to organizations that later applied for a TDC grant.

Mr. Michael Spring explained that the conflict of interest policy indicated if a contribution was made in the amount of \$1,000 or more to applicant organizations, it would be considered a conflict of interest. He pointed out the benefit of the contributor having their logo placed on the organization's materials that would be considered a conflict of interest as a returned favor for the contribution. Mr. Spring emphasized this policy was enforced to protect the members of the Council from accusations of conflicts of interest.

Mr. Spring noted for the record, he would assist in clarifying information in the conflict of interest policy, but to address more questionable areas in the policy, he would refer those TDC members to the Commission on Ethics and Public Trust (COE) to receive a written opinion. Subsequently, until this took place, the Council's prospective would be in agreement with the current conflict of interest policy, Mr. Spring noted. He further noted that the Council could vote and make changes at their discretion, but it was not his recommendation.

Chairman Diaz noted this discussion originated from past issues regarding a cancelled event of the Sports Commission due to limited funding, the inability to vote because this Council lacked a quorum as well as conflicts of interest. He also noted he researched State of Florida Laws, and without direct monetary gain or other benefits, he determined no conflict of interest existed; however, the possibility remained that the vote of a Council member could be interpreted to be beneficial, so he preferred to abide by this policy.

Discussion ensued regarding other offers organizations posed that could be a conflict of interest.

Following Mr. Stuart Blumberg's request to make a motion, Mr. Michael Spring noted if the Council continued with the existing conflict of interest policy, there was no reason to take a vote.

Following further discussion, Chairman Diaz clarified that in pursuant to his conversation with the Executive Director of COE, if a Council member voted to award an applicant organization and six (6) months later booked guests in a hotel owned by a Council member, it would not be a conflict of interest.

Mr. Michael Spring noted for the record, the TDC staff would continue to abide by the current conflict of interest policy and if a member of the Council served on the Board of an applicant organization, under the Code, at the time to vote, this would present a conflict of interest.

In response to Mr. Spring's comment on contacting the Executive Director of COE for any updated information, Chairman Diaz clarified his comments were related to the Florida State Law that would prevail over any County Code except a Federal issue.

B. Consideration of Vice-Chairperson

Mr. Spring noted the consideration to designate a Vice Chairperson for the Council was discussed during several TDC meetings, which would allow those meetings to carry on in the absence of Chairman Diaz, rather than suspend or delay the meeting waiting on his arrival.

Chairman Diaz agreed to designate a TDC Vice Chairperson to oversee meetings based on the TDC Agenda in his absence.

It was moved by Mr. Stuart Blumberg that the TDC Council would vote for a TDC Vice Chairperson for the next fiscal year. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

Mr. Michael Spring noted staff would include this item on the next TDC Agenda for the Council to vote or appoint a TDC Council Vice Chairperson.

C. Proposed Program and Policy Recommendations

Mr. Michael Spring noted TDC staff proposed to adopt the County's excused attendance policy and to include this as action item on all future TDC Agendas. He also noted County regulations indicated that if a written document was submitted before the meeting, it would be considered an excused absence; however, if a written document was not submitted, the absence would be

unexcused, which was used to determine whether the attendance policy for the Board had been violated. Mr. Spring further noted this attendance policy was used with all other Advisory Boards, which required advance notification of a member's absence that would be announced and voted on by the Board at that meeting.

Discussion ensued regarding how to address three (3) consecutive absences.

Following the discussion, Mr. Spring noted that the attendance policy would be amended to reflect that if a member missed three (3) consecutive TDC meetings within a year, regardless of excused absences, would be unacceptable and the member would be removed from the Council.

Chairman Diaz noted the reason absences were being addressed in today's meeting was because certain members had repeated unexcused absences that resulted in the Council lacking a quorum.

Discussion ensued regarding other policies that considered excused absences to only be acceptable if the member was ill or out of town.

Following further discussion, Mr. Michael Spring noted the members of the Council should attend at least two (2) quarterly meetings during the year in pursuant to the current attendance policy. He also pointed out that two (2) members of the Council absent at today's meeting were City elected officials that had publicly calendared meetings that often conflicted with TDC meetings.

Discussion ensued regarding TDC staff working to schedule meetings around members who were elected officials.

Following further discussion, Chairman Diaz recommended combining all of the suggestions by the members of the Council to create an attendance policy.

It was moved by Mr. Stuart Blumberg that the attendance policy be approved for Council members to be excused for two (2) consecutive absences if the reason was due to illness or being out of town; however, a member would be removed from the Council if more than two (2) absences occurred during the calendar year. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0 (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

Mr. Stuart Blumberg expressed concern regarding the need to do follow-up re-evaluation of applicant organizations that received TDC grants for a long period of time.

Mr. Michael Spring noted reports were received from applicant organizations and reviewed by TDC staff, and if any problems occurred with those organizations, the TDC Council would be notified. He suggested bringing in those organizations during the first quarter meeting, in a competitive process to make presentations on their current status.

D. TDC Guidelines

Mr. Blumberg requested that language in the Memorandum, "Recap of Adopted TDC Criteria for Grants Evaluation" be amended to delete "and other tourist-related activities" in the first paragraph. He noted this indicated a catch-all phrase.

Chairman Diaz noted his concerns in restricting applicant organizations on what to say during their presentation and in the past he received criticisms regarding stopping persons during their presentation. He pointed out that some information was heard by the TDC staff, but not by the Council members and he recommended that the applicants be allowed two (2) minutes to make their presentation at their own discretion. He also noted if there were a limited number of presentations, the Council could be flexible with the time.

E. Applicant Report Card

Chairman Diaz noted that the foregoing item was also related to Agenda Item C, and the Council would discuss both items together. He expressed concern regarding how the Council members would determine whether the number of hotel rooms reported by the applicant organizations were realistic. Chairman Diaz questioned whether a process was determined if an organization reached its limit of being awarded TDC grants after a number of years, which would allow TDC to assist other entities during this the economical crisis.

Mr. Stuart Blumberg explained the process used by the Greater Miami Convention Center Visitor's Bureau (GMCVB) to determine the impact of an organization's event was based on the number of contracted hotel rooms. He pointed out that some organizations never qualified for various reasons although their events were held at GMCVB for 30 years. Mr. Blumberg noted an accurate count of hotel rooms could not be determined unless a definitive, contractual number of rooms were blocked by those organizations.

Following further discussion, Mr. Michael Spring noted the new TDC FY2010-2011 application required information on the number of contracted hotel rooms at the time of submission and an update at the time of the panel review. He also noted the new application had a simple report card section that required the actual number of the tourists from the previous year's event that included line items for the number of tourist attendance, hotel rooms, marketing outreach, and an explanation as to how the tourism numbers were calculated.

Mr. Spring further noted TDC staff would contact the applicant organizations for updated information and those making a presentation would provide the Council current information.

Discussion ensued regarding the need to require the number of hotel rooms on the application because TDC funding came from revenue generated from hotel rooms. Discussion further ensued regarding the application requirement to provide the actual number of hotel rooms would encourage organizations to book more hotel rooms.

Following further discussion, Mr. Spring suggested that Council members continue with the current criteria of the application concerning hotel rooms, and remain flexible so other applicant organizations that were tourism satisfiers and promoters could be funded. He also suggested the members of the Council continue making decisions based on their expertise, consensus; and the guidelines.

Chairman Diaz noted the main concern was to ensure an accurate criteria and decision making method and that was in line with County regulations. He noted the Council members received the applications after staff completed the screening process with identified organizations that fit the criteria, but he wanted to set more guidelines in order to provide more funding although the decision making process would become harder due to the economy crisis.

Further discussion ensued regarding whether funding would continue to be provided to organizations that received funding based on a five year cycle if the application indicated the number of hotel rooms were generated.

Mr. Michael Spring pointed out that many tourists visited without intentions of attending a specific event, but made a decision upon their arrival for entertainment purposes. He noted the TDC Council wanted to ensure that organizations like the Children's Museum were well supported by assisting in providing marketing materials to hotels and other common places for visitors.

Following further discussion regarding funding for on-going events held by organizations that did not indicate the number of generated hotel rooms, Mr. Spring noted the decision whether to provide funding to support year-end calendar events was the discretion of the Council. He also noted the decision to support those organizations would preferably have a series of non-stop activities that would be available for tourists and with the approval of the TDC Council, it contributed to that calendar year of events.

Discussion ensued regarding consideration of the county budget reduction and making decisions that would provide TDC funding in an effort to impact the community as well as funding ongoing events throughout the calendar year.

Mr. Michael Spring noted the difference in the amount awarded in the grants to the applicant organizations was based on what the TDC Council warranted as an investment towards tourism.

In conclusion, Chairman Diaz noted the Council members preferred to have the report card in place that included guidelines on how to analyze the applicant organizations in a fair process; however, he felt the process lacked a mechanism to make more precise decisions.

Mr. Spring reminded the Council members that the current process in place worked during this past fiscal year of economical challenges. He noted the current process generated a pool of dollars for new applicants and the recommended report card process was a good suggestion that had been put in place. He suggested continuing to use this process that provided the tools to address those various issues discussed, as well as ending with a total of \$26,000 reserve account.

In response to Chairman Diaz' comments on applicant organizations that provided good services to the community, but did not meet the requirements to be awarded a TDC grant, Mr. Spring noted the guidelines indicated the qualifications to receive TDC funding, but the Council reserved the right to make exceptions.

F. Guidelines for Public Presentation

Mr. Michael Spring noted the intent of the foregoing item was to provide written guidelines for the public presentations and to instruct the applicant organizations on limiting comments to new information that was not on their application.

G. Other Items

Mr. Rex Oleson asked if the process to award grants to for-profit organizations had restrictions because any provided funding would be added profit to those organizations.

Mr. Michael Spring noted for the record, a recap of TDC's policy that indicated limited funding would be provided to for-profit organizations that had new events to help promote and attract tourism. He also noted this funding would be provided for a three (3) year period with a higher reduction rate than the not-for-profit rate. However, if those organizations achieved profitability prior to the end of the third year, recommendations would be not to provide funding any longer, Mr. Spring noted..

Additionally, Ms. Nikenna Benjamin noted those new organizations were required to have less than a three (3) year track record of operation in order to apply for a TDC grant.

II. Items for Approval

A. FY2010-2011 TDC Guidelines

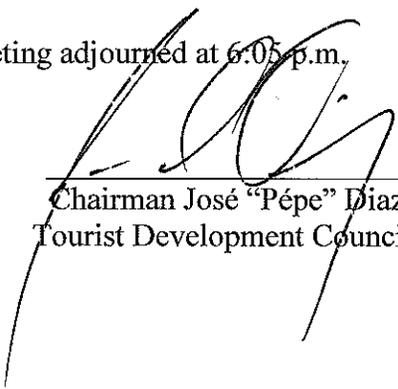
Mr. Stuart Blumberg proposed that the language in the draft Fiscal Year (FY) 2010-2011 TDC Guidelines Memorandum dated July 29, 2010 be amended in the first bulleted paragraph in bold print to include "***TDC Subcommittee and Board.***"

Additionally Mr. Blumberg requested that the language in the second bulleted paragraph be amended to include the word "*conferences*", following the word exhibitions in the first sentence.

It was moved by Mr. Stuart Blumberg that the proposed Applicant Report Card and FY2010-2011 TDC Guidelines be approved as amended. This motion was seconded by Mr. William Perry III, and upon being put to a vote, the vote passed unanimously by those members present. (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

Adjournment

There being no further business to discuss, the TDC Council meeting adjourned at 6:05 p.m.


Chairman José "Pépe" Díaz,
Tourist Development Council



**Panel Workshop
Thursday, July 29, 2010 3:00PM
Biltmore Hotel Coral Gables
1200 Anastasia Avenue
Flagler Meeting Room
Miami, Florida**

AGENDA

I. Reports and Discussion Items

- A. Conflict of Interest Policy**
- B. Consideration of Vice-Chairperson**
- C. Proposed Program and Policy Recommendations**
- D. TDC Guidelines**
- E. Applicant Report Card**
- F. Guidelines for Public Presentation**
- G. Other Items**

II. Items for Approval

- A. FY2010-2011 TDC Guidelines**

Adjournment



MEMORANDUM

Date: July 29, 2010

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

From: Michael Spring, Director
Department of Cultural Affairs

Subject: Guidelines for Public Presentations

A handwritten signature in black ink, appearing to read "Michael Spring", written over the "From:" line of the memorandum.

In an effort to be more time efficient at the full meeting of the TDC Board, staff is recommending guidelines for the Citizens' Presentation portion of the agenda. The guidelines will 1) restrict applicant comments to new information that became available after the submittal of their applications pursuant to the published deadline date and 2) require applicants to provide an update on the number of hotel room nights and participating hotels reported. The guidelines will be provided to each applicant via the Speaker Registration Form that is issued immediately after the Subcommittee meets. The Speaker Registration Form is used to inform the applicant of the Subcommittee's initial funding recommendation and to provide the date, location and time of the full panel meeting. This effort would assist in maintaining the momentum of the meeting and prevent the redundancy of information provided in the application.



**MIAMI-DADE COUNTY
DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM
GUIDELINES AND APPLICATION FORM**

	<i>1ST QUARTER FALL PROJECTS</i>	<i>2ND QUARTER WINTER PROJECTS</i>	<i>3RD QUARTER SPRING PROJECTS</i>	<i>4TH QUARTER SUMMER PROJECTS</i>
<i>FUNDS PROJECTS WITH ACTIVITY DATES BEGINNING</i>	OCTOBER 1, 2010 – DECEMBER 31, 2010	JANUARY 1, 2011 – MARCH 31, 2011	APRIL 1, 2011 – JUNE 30, 2011	JULY 1, 2011– SEPTEMBER 30, 2011
<i>GRANTS WRITING WORKSHOP (Mandatory for first- time applicants)</i>	THURSDAY JULY 22, 2010 3 – 5 PM	THURSDAY OCTOBER 7, 2010 3 – 5 PM	TUESDAY JANUARY 11, 2011 3 – 5 PM	TUESDAY MAY 10, 2011 3 – 5 PM
<i><u>ONLINE APPLICATION DEADLINE</u></i>	<u>THURSDAY AUGUST 5, 2010 4 PM</u>	<u>THURSDAY OCTOBER 21, 2010 4 PM</u>	<u>TUESDAY JANUARY 25, 2011 4 PM</u>	<u>TUESDAY MAY 24, 2011 4 PM</u>
<i><u>CORRECTED APPLICATION DEADLINE</u></i>	<u>FRIDAY SEPTEMBER 10, 2010 4 PM</u>	<u>TUESDAY NOVEMBER 30, 2010 4 PM</u>	<u>FRIDAY MARCH 4, 2011 4 PM</u>	<u>FRIDAY JULY 1, 2011 4 PM</u>
<i>PANEL MEETING</i>	TBD	TBD	TBD	TBD

*****PLEASE READ ALL MATERIALS CAREFULLY*****

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

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

PLEASE CALL 305-375-4634 TO SCHEDULE A CONSULTATION NO LESS THAN ONE WEEK PRIOR TO THE RESPECTIVE QUARTERLY ONLINE APPLICATION DEADLINE.

Questions? Contact the administrator below:

Nikenna Smart-Benjamin, Program Administrator
Tourist Development Council Grants Program
Miami-Dade County Department of Cultural Affairs
111 NW 1st Street, Suite 625
Miami, Florida 33128
ndb1@miamidade.gov
305-375-5092 Phone / 305-375-3068 FAX

- ◆ Para asistencia en español, llame a nuestra oficina, (305) 375-4634.
- ◆ Pou plis enfòmasyon sil vou ple rele biwo nou nan numewo, (305) 375-4634.

It is the policy of Miami-Dade County to comply with all of the requirements of the Americans with Disabilities Act. To request materials in accessible format, sign language interpreters, and/or any accommodation to participate in any County-sponsored program or meeting, please contact Francine Andersen 305-375-4634 culture@miamidade.gov five days in advance to initiate your request. TTY users may also call 711 (Florida Relay Service.)

PROGRAM OBJECTIVE

The Tourist Development Council Grants Program is responsive on a quarterly basis to organizations/events which promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist-related activities) and television origination projects. Applicants not meeting these criteria should consider applications to other Department programs. The TDC will provide priority attention to grant requests for activities and events that serve as major tourism generators in the "shoulder season," the fourth quarter of the year (July - September 2011). The TDC, a nine member volunteer advisory board established by Florida Statute, meets as a panel to review and make funding recommendations to the Miami-Dade County Mayor and Board of County Commissioners with the idea of developing and enhancing the image of Miami-Dade County locally, nationally and internationally.

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

ELIGIBILITY

To be eligible to apply, an organization must:

- ♦ **be legally incorporated as a NOT-FOR-PROFIT corporation, with a designated tax-exempt status under section 501(c)(3) of the United States Internal Revenue Code**, or a unit of local GOVERNMENT/MUNICIPALITY, with a designated Federal Employment Identification number. Applications from not-for-profit organizations designated tax-exempt under other subsections of 501(c) will be reviewed on a case-by-case basis. Proof of incorporation (entire document with State stamp) and IRS tax-exempt designation is required at the time of application;

or

- ♦ **be a FOR-PROFIT CORPORATION** with a designated Federal Employment Identification number. Proof of incorporation (entire document with State stamp) and IRS designation is required at the time of application. FOR-PROFIT projects must have less than a three-year

track record in Miami-Dade County. Funding for these FOR-PROFIT activities and projects only shall be considered when such funding may be instrumental in attracting large-scale annual events to establish Miami-Dade County as their permanent location and/or in providing incentive funding to encourage FOR-PROFIT organizations to choose Miami-Dade County as the location for major, one-time tourism-attracting activities or projects;

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

Special Considerations:

Limited funding will be considered for national and international conventions/seminars that include a major, marketed and open-to-the-public event involving an artistic, entertainment, sports or media component as a significant part of their programs' scheduled activities.

The TDC typically does not accept applications under fiscal agency sponsorships. Consideration will be made on a case-by-case basis for unincorporated organizations or individuals contemplating applying for TDC funding under the fiscal agency sponsorship of an eligible not-for-profit, tax exempt organization. In such cases, the application must be submitted by the sponsoring organization. An application submitted by a fiscal agent requires that the sponsoring organization meet all eligibility and grant compliance requirements as outlined in the guidelines. Consideration and funding, if any, provided to an application submitted through a fiscal agent is limited to no more than three (3) funding cycles, without exception. An organization applying as fiscal agent for an individual or another organization may apply again during the fiscal year for its own project.

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

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

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

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

DEADLINES

Application Deadline:

Applications must be received in the quarter corresponding to the dates of the proposed activity. Council staff reserves the right to defer the review of applications to future panel meetings.

Organizations are encouraged to complete the application process at least 72 hours in advance to ensure successful submittal. At precisely **4:00 PM on the specified deadline date**, the online grant system will automatically close the application system.

Organizations that fail to complete the submittal process by this deadline will be locked out of the system and deemed ineligible. Applications submitted by any other means are not acceptable.

Corrections Deadline:

The deadline for making application corrections requested by the program administrator is 4:00 PM as specified on page 1. Organizations are encouraged to complete their corrections at least 72 hours in advance to ensure successful submittal. At precisely 4:00 PM on the specified deadline date, the online grant system will automatically close the application system for corrections.

APPLICATION INSTRUCTIONS

The Tourist Development Council (TDC) program is utilizing an online application process through the Department's website. Access to the online application will be available at www.miamidadearts.org by going to the "grants tab" and clicking "online grants" to access the FY 2010-2011 TDC Grant Program Guidelines.

ATTENDANCE AT A MANDATORY PRE-GRANT WORKSHOP IS REQUIRED. VISIT OUR WEBSITE AT WWW.MIAMIDADEARTS.ORG FOR A LIST OF WORKSHOP DATES, TIMES AND LOCATIONS. PLEASE CALL 305-375-4634 TO RSVP FOR THE WORKSHOP.

A CONSULTATION WITH DEPARTMENT STAFF, EITHER IN PERSON (REQUIRED FOR FIRST TIME APPLICANTS) OR BY TELEPHONE, NO LESS THAN 10 BUSINESS DAYS PRIOR TO THE ONLINE APPLICATION DEADLINE IS REQUIRED. THERE ARE NO EXCEPTIONS TO THIS REQUIREMENT.

Please call 305-375-5092 to arrange a consultation with Nikenna Benjamin. Refer to page one (1) of these guidelines for the program schedule.

Applicants are solely responsible for the content of their application packages. The application submission review conducted by Department staff and the corrections period are provided as a courtesy technical assistance service and in no way guarantee that an application will be recommended for funding by the TDC. Department staff will not make corrections on behalf of applicants.

NOTE: An organization that submits a substantially incomplete application at the time of deadline, as deemed by the program administrator and the Department Director, will receive notification via email and/or US mail from the Department Director as to the incomplete status of the application. **Substantially incomplete applications will not be provided to the TDC Board for consideration for funding.**

If you have any questions or need assistance accessing the CGO (Culture Grants Online) system and online application, please contact Nikenna Benjamin, Program Administrator, at 305-375-5092 or via email at ndb1@miamidade.gov.

TECHNICAL REQUIREMENTS

TO SATISFY THE PROGRAM'S TECHNICAL REQUIREMENTS, APPLICANTS:

- ✓ **MUST** ATTEND THE MANDATORY PRE-GRANT SUBMISSION WORKSHOP (RSVP to 305-375-4634).
- ✓ **MUST** SCHEDULE AND COMPLETE A PRE-GRANT SUBMISSION CONSULTATION WITH THE PROGRAM ADMINISTRATOR.
- ✓ **MUST** COMPLETE THE ENTIRE ONLINE APPLICATION PROCESS.
- ✓ **MUST** SUBMIT A COMPLETE AND SELF-SUFFICIENT APPLICATION AND SUPPORT DOCUMENTS.
- ✓ **MUST** MAKE CERTAIN YOUR SUBMISSION IS COMPLETED NO LATER THAN 4:00 PM ON THE DEADLINE DATE USING THE ONLINE APPLICATION GRANT SYSTEM.
- ✓ **MUST** ANSWER ALL QUESTIONS COMPLETELY. IF A QUESTION DOES NOT APPLY TO YOUR ORGANIZATION, MARK "N/A" OR "NOT APPLICABLE." DO NOT LEAVE ANY QUESTIONS BLANK.
- ✓ **MUST** LIST AS THE ORGANIZATION CONTACT PERSON AN INDIVIDUAL WHO IS KNOWLEDGABLE ABOUT THE PROJECT, ORGANIZATION AND BUDGET AND WHO CAN BE REACHED DURING REGULAR BUSINESS HOURS (MON-FRI: 9:00 AM - 5:00 PM).
- ✓ **MUST** PRINT A COPY OF THE COMPLETED APPLICATION AND ANY SUPPORT MATERIALS FOR YOUR RECORDS.
- ✗ **CANNOT** SUBSTITUTE AN APPLICATION WITH A SELF-CREATED OR SCANNED FORM. FAXED, MAILED, E-MAILED OR HAND DELIVERED APPLICATIONS WILL NOT BE ACCEPTED.

CATEGORIES

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

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

FUNDING REQUEST CAPS

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

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

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

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

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

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

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

Funding in one fiscal year does not guarantee renewed or multi-year funding.

A TOURIST DEVELOPMENT COUNCIL GRANT CARRIES NO COMMITMENT FOR FUTURE SUPPORT BEYOND THE TIME OF THE PROGRAM, PROJECT OR EVENT.

MATCHING FUNDS

All applicants must meet the program's \$1:\$1 grant match in cash, or a combination of cash and in-kind contributions. In-kind contributions must not exceed 25% of the total cash project budget.

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

Beach Funding opportunities, please call (305) 673-7050 or visit the website, www.miamibeachvca.com.

ALLOWABLE GRANT EXPENDITURE CATEGORIES

Grant dollars may be used **only for expenses directly related to the proposed project** in the categories indicated below. General overhead or other operating expenses not directly related to the proposed project are not permitted.

- ✓ Administrative (no more than 25% of grant request), artistic, technical salary support and/or outside other fees (i.e., consultant fees) related to the proposed program, project or event
- ✓ Marketing and public relations
- ✓ Printing
- ✓ Postage
- ✓ In-County travel and transportation costs (i.e., event-related busses or shuttle services)
- ✓ Equipment rental
- ✓ Space rental (such as performance/exhibition venues)
- ✓ Insurance
- ✓ Expendable supplies/materials
- ✓ Honoraria
- ✓ Direct program costs
- ✓ Production costs related to proposed program, project or event
- ✓ Publications directly related to the proposed program, project or event (must have a public outreach component and meet the TDC Grants Program's objectives)
- ✓ Equipment rental and personnel necessary to provide program accessibility as mandated by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973

GRANT USE RESTRICTIONS

Grant dollars may **not** be used in the categories listed below:

- × Remuneration of County employees for any services rendered as part of a project receiving a grant from the Tourist Development Council
- × Salaries and fees unrelated to the proposed project
- × More than 25% of grant request for administrative salaries related directly to the management of the TDC funded project
- × "Bricks and mortar" or permanent equipment for the proposed project, unless the purchase price is less than the cost of rental (with prior approval by Department of Cultural Affairs' staff)
- × Repayment of prior debt or deficit reduction, contingencies, fines and penalties, interest and other financial costs
- × In-direct costs/overhead expenses such as office space rental, insurance and utilities
- × Social/Fundraising events
- × Hotel and/or lodging expenses
- × Out of County travel or transportation
- × Personal vehicle travel expenses (such as mileage, gas, tolls, parking fees)

- × Hospitality costs, including private entertainment, food, beverages, decorations, or affiliate personnel (with the exception of artists)
- × Cash prizes or scholarships
- × Charitable contributions or donations
- × Events not open to the public (see "Eligibility" section)
- × Expenses incurred prior to quarter activity dates (with exception for marketing expenses)
- × Programs that do not wholly or substantially take place within Miami-Dade County
- × Lobbying or propaganda materials

Indirect costs: Fees for indirect costs may not be assessed against TDC Grant funded programs as a result of having been awarded a TDC Grant. Indirect costs assessed as a consequence of other, non-County grant support received by a TDC Grant funded program may not be assigned to, charged against or debited from County grant funds.

EVALUATION CRITERIA

NOTE: Full program criteria and point structure are used only during the first year of the multi-year cycle, at which the time each application is evaluated and scored based on:

1) Tourism Impact/Marketing Plan as determined by (25 points):

- program content
- projected attendance figures
- hotel room nights
- tourism industry support including hotels, airlines, etc.
- comprehensive marketing strategies
- media coverage as evidenced by ads in travel publications or other outside publications/electronic media
- television coverage and viewership from a major network or cable provider
- capability to serve as major tourism generators in the fourth quarter, "shoulder season" (i.e. July – September)

2) Quality/Track Record as determined by (10 points):

- support material (media reviews, articles, catalogues, etc.)
- reputation of the event/program/project
- reputation of organization and its programs and services
- history of organization and the event
- nature and scope of the organization's program
- impact on and involvement of Miami-Dade's multicultural community in the program
- event's ability to attract high caliber and high profile artists/participants
- programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County in regard to publicity and visitorship

3) Event Coordination/Management as determined by (5 points):

- brief resumes of key administrative staff
- project description and implementation
- feasibility of organizational structure in carrying out the event
- geographic location of program and project
- effective evaluation methods
- past events

4) Fiscal Feasibility/Accountability as determined by (5 points):

- financial stability of the organization
- broad base of financial support
- previous administration of Council grants
- capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services
- timely submission of final reports for applicants who have received previous TDC funding

5) Efforts to comply with and incorporate the Americans with Disabilities Act (ADA) into projects including (5 points):

- efforts to market to persons with disabilities including use of logos or language
- organizational compliance assessment of facilities used for programs
- efforts to identify and/or incorporate artists with disabilities in projects
- staff hiring practices, board member and volunteer recruitment of persons with disabilities to work with the organization/project
- use of available technology such as hearing assistance systems, audio description, etc., to assist with program accessibility
- involvement of other community or governmental agencies such as Very Special Arts, The Hope Center, etc., who work with persons with disabilities in program planning or outreach programs

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

ORAL PRESENTATIONS

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

APPLICATION REVIEW PROCESS

Applicants are encouraged to attend the panel review meetings in order to benefit from the comments and discussions first-hand. The Panel may address questions directly to the applicant during the course of the review meeting.

SUBMISSION AND REVIEW

- ♦ **A Consultation with Department staff is required** in person (for first-time applicants) or by telephone (continuing applicants only) at least 10 business prior to the respective quarterly application deadline. Please call 305-375-5092 to arrange a consultation with Nikenna Benjamin.

Upon submission, Department staff will review applications for technical eligibility and provide comments/suggestions to aid the applicant in improving the content and quality of the

application. An application checklist will be sent via e-mail to applicants indicating recommended corrections, corrections procedures and deadline date to submit corrections and required materials. Panel meeting specifics such as date confirmation, time and location will be provided to applicants with the application speaker registration.

SUBCOMMITTEE REVIEW

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

PANEL REVIEW AND RECOMMENDATION

- ◆ Applications are reviewed and evaluated by the full TDC and final funding recommendations are determined. A list of the TDC members is available upon request.
- ◆ The TDC's decision is considered final and may not be appealed.

APPROVAL PROCESS

- ◆ Upon approval by the TDC, recommendations are forwarded to the Board of County Commissioners and the Mayor for final approval.
- ◆ Grant agreement packages (contracts) and other required documents and instructions are emailed to grantees. These documents must be properly completed before the grant award recommendation can be processed.
- ◆ Upon approval by the Board of County Commissioners and Mayor, properly completed grant agreements are submitted to the Office of the County Attorney, the Office of the County Manager and the Clerk of the Board for review and execution.

AWARD NOTIFICATION AND GRANT AGREEMENT

- ◆ **Applicants will be notified of award by e-mail and/or mail following the Tourist Development Council's decision.** The grant award package will include grant agreements (contracts), other required documents and instructions for proper completion. These documents must be properly completed before the grant award recommendation can be processed. Upon receipt of the executed grant agreement, grantees may begin to submit invoices and canceled checks (front and back) under the terms of the grant agreement budget. **Invoices and canceled checks must correspond to the budget detail as outlined in the application and contracted for in the grant agreement.**

GRANT PAYMENT

- ◆ Once cancelled checks and invoices have been received and approved, a check request, accompanied by a copy of the executed grant agreement, and the W-9 form, is submitted to the Finance Department. The grant award check is prepared and mailed directly from the Miami-Dade County Finance Department to the grantee at the address on record in the Finance Department. **It is imperative that grantees notify staff AND the Finance Department of any address changes during this process.** Grantees **may not** request pickup of checks.
- ◆ Alternatively, grantees may sign up for Automatic Deposit of County funds directly into the organization's bank account. This is the fastest way to receive County funds once the request for payment has been processed by Finance. The Automatic Deposit sign up form and instructions can be downloaded at:

<http://www.miamidade.gov/finance/ACH-Memo.asp>

It is critically important to follow the instructions for Direct Deposit carefully, and to keep your account information current at all times with the County's Finance Department. Grant payments are anticipated to be released beginning in January 2011.

NOTE: THE APPROXIMATE TIMELINE FROM DATE OF APPLICATION TO RECEIPT OF CHECK BY SUCCESSFUL APPLICANTS IS FOUR MONTHS. FY 2010-2011 GRANT AWARDS WILL BE AVAILABLE FOR RELEASE DURING THE COUNTY'S FISCAL YEAR, OCTOBER 1, 2010 - SEPTEMBER 30, 2011. DUE TO THE STRICT CONSTRAINTS ACCOMPANYING EACH STEP OF THIS REVIEW PROCESS, IT IS CRITICAL THAT THE APPLICANT ADHERE TO ALL DEADLINES. FAILURE TO COMPLY WITH DEADLINES AND/OR INCORRECT EXECUTION OF CONTRACTS OR OTHER PAPERWORK WILL RESULT IN A DELAY OF PAYMENT OR CANCELLATION OF FUNDING.

PUBLICITY AND CREDIT REQUIREMENTS

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

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

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

COMPLIANCE REQUIREMENTS AND RELEASE OF FUNDS

A Final Report is required within forty-five (45) days of the project completion date. Final Report forms are available online for download from the Department of Cultural Affairs' CGO grants system: <http://miamidadearts.culturegrants.org/navigation/links/page/manage-award>.

Funded activities must take place within the County's fiscal year for which they are approved (October 1 - September 30). All funding recommendations are contingent upon approval of the Tourist Development Council's FY2010-2011 budget by the Miami-Dade County Mayor and Board of County Commissioners, and are subject to the availability of funds. **FY2010-2011 grant awards will be available for release during the County's fiscal year, October 1, 2010 - September 30, 2011. Grant awards will not be released until all final reports for previous years' funding from all Department programs are received.** Grant funds not encumbered (contracted for) by the end of the County's fiscal year in which they were awarded, or for which a project extension has not been approved, shall revert to the TDC on September 30, 2011.

All funded activities must provide equal access and equal opportunity in employment and services, and may not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation or physical ability, in

accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

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

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



MEMORANDUM

Date: July 29, 2010

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

From: Michael Spring, Director
Department of Cultural Affairs

Handwritten signature of Michael Spring

Subject: Proposed Program and Policy Recommendations For FY2010-2011

Excused Attendance Policy

In an effort to continue to adhere to the attendance policy set for the Tourist Development Council, staff is recommending that TDC board members submit in writing, via email or fax, prior to the scheduled meeting date, a request for excused absence from the meeting.

Multi-year Funding Supplement

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

FY2010-2011 \$1,075,000

Proposed Targeted/Set-aside Grants for FY2010-2011

This memorandum is being provided as a preview of the Targeted/Set-aside TDC grants for FY2010-2011. The organizations listed below have received annual TDC support in recognition of the importance of maintaining reliable funding for key tourism-related projects that have significant benefits for the destination.

Table with 2 columns: Organization Name and Amount. Includes Miami Beach Visitor Information Center (\$20,000), Tourist Hospitality Center (\$20,000), Inter-American Conference of Mayors (\$14,400), M. Athalie Range Cultural Arts Foundation (\$20,000), Coral Gables Cultural Calendar & County-wide Tourism Cultural Activities (\$12,000), Tropical Everglades Visitor Association (\$20,000), and Miami-Dade County Days, Inc. (\$15,000).

\$121,400

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

**Miami-Dade County Department of Cultural Affairs
FY2010-2011 Tourist Development Council – First Quarter**

Agenda Item No.:

ORGANIZATION:

GRANT REQUEST:

TITLE OF EVENT:

RECOMMENDATION:

EVENT CATEGORY:

FUNDING CATEGORY:

FUNDING YEAR:

STATUS:

DATE(S) OF EVENT:

EVENT LOCATION:

DESCRIPTION:

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: OUT OF COUNTY:

OUT OF STATE: FOREIGN:

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: _____

Hotel Room Nights at the time of Panel: _____

room nights anticipated: _____

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING:

OTHER GOVERNMENT FUNDING:

REPORT FOR LAST YEAR:

of Tourists in attendance: _____

of Hotel Rooms Used: _____

Host Hotel(s) Name: _____

Marketing Reach:

- Regional
- Statewide
- National
- International

Broadcast on TV or Radio: ___ Yes ___ No

Tourism Numbers Determined By:

- Survey
- Other _____



MEMORANDUM

Date: July 29, 2010

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

From: Michael Spring, Director
Department of Cultural Affairs

Subject: Tourist Development Council Guidelines

A handwritten signature in black ink, appearing to read "Michael Spring", written over the "From:" line of the memorandum.

Draft FY2011-2010 TDC Guidelines

Please find attached a draft of the FY2010-2011 Tourist Development Council guidelines. Given their effectiveness in evaluating proposals for TDC funding support, the guidelines do not have any substantial changes for the coming year; however, based on policy issues raised this year by TDC members, staff proposes that the TDC consider the proposed guidelines and policy recommendations listed below:

We are proposing the following clarifications and revisions to the TDC's guidelines for FY2010-2011:

- ◆ An organization that submits a substantially incomplete application at the time of deadline, as deemed by the program administrator and the Department Director, will receive notification via email and/or US mail from the Department Director as to the incomplete status of the application. **Substantially incomplete applications will not be provided to the TDC Board for consideration for funding.**
- ◆ The TDC does not provide funding for national and international conventions, trade shows and tourism industry exhibitions and seminars. The TDC reserves the discretion to make very limited exceptions to this policy based on the TDC's support being instrumental to attracting major one-time national or international tourism industry-related events to this destination.



MEMORANDUM

Date: July 29, 2010

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

From: Michael Spring, Director
Department of Cultural Affairs 

Subject: Recap of Adopted TDC Criteria for Grants Evaluation

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

1) Tourism Impact/Marketing Plan as determined by:

- hotel room nights
- program content
- projected attendance figures
- tourism industry support including hotels, airlines, etc.
- comprehensive marketing strategies
- media coverage as evidenced by ads in travel publications or other outside publications/electronic media
- television coverage and viewership from a major network or cable provider
- capability to serve as major tourism generators in the fourth quarter, "shoulder season" (i.e. July – September)

2) Quality/Track Record as determined by:

- support material (reviews, articles, catalogues, etc.)
- reputation of the event
- reputation of organization and its programs and services
- history of organization and the event
- nature and scope of the organization's program
- impact and involvement of Miami-Dade's multicultural community in the program
- event's ability to attract high caliber and high profile artists/participants
- programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County in regard to publicity and visitorship

3) Event Coordination/Management as determined by:

- project description and implementation
- feasibility of organizational structure in carrying out the event
- geographic location of program and project
- effective evaluation methods
- past events

4) Fiscal Feasibility/Accountability as determined by:

- financial stability of the organization
- broad base of financial support
- previous administration of Council grants
- capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services

5) Efforts to comply with and incorporate the Americans with Disabilities Act (ADA) into projects including:

- efforts to market to persons with disabilities including use of logos or language
- organizational compliance assessment of facilities used for programs
- efforts to identify and/or incorporate artists with disabilities in projects
- staff hiring practices, board member and volunteer recruitment of persons with disabilities to work with the organization/project
- use of available technology such as hearing assistance systems, audio description, etc., to assist with program accessibility
- involvement of other community or governmental agencies such as Very Special Arts, The Hope Center, etc., who work with persons with disabilities in program planning or outreach programs



Tourist Development Council
July 29, 2010

Prepared by: Karen Harrison

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	7/29/2010	1	TDC Approved Clerk Summary Minutes pgs 1-7
2	7/29/2010	2	TDC Agenda
3	7/29/2010	3	Guidelines Memorandum/Michael Spring
4	7/29/2010	4	Guidelines and Application Form
5	7/29/2010	5	Recap of Adopted TDC Criteria for Grants Evaluation Memo/M. Spring
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