



MIAMI-DADE COUNTY FINAL OFFICIAL MINUTES Tourist Development Council (TDC)

Board of County Commissioners

Biltmore Hotel
1200 Anastasia Avenue
Miami, Florida

July 29, 2010
As Advertised

Harvey Ruvlin, Clerk
Board of County Commissioners

Christopher Agrippa, Division Chief
Clerk of the Board Division

Zorana Gainer, Commission Reporter
(305) 375-3570



Tourist Development Council

July 29, 2010

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

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 Deborah Mastin; and Deputy Clerk Karen Harrison.

Chairman Diaz called the meeting to order at 3:22 p.m.

I. Additions, Deletions, Withdrawals

Mr. Spring said no additions, deletions, or withdrawals were submitted for today’s (7/29) 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.

Mr. George Cozonis indicated that he had a conflict of interest with agenda item B-7 Visitor Industry Human Resource Development Council because he was the Chairman of this Council; he noted he also had a conflict of interest regarding agenda items B-6 and A-4 as well.

III. Items for Approval

A. Minutes of the May 20, 2010 Meeting

It was moved by Mr. Stuart Blumberg that the May 20, 2010 TDC minutes be approved. This motion was seconded by Mr. William Perry III, and upon being put to a vote passed unanimously by those members present.

IV. Reports and Discussion Items

A. Updated Budget/Financial Position and Funding Recommendations for FY 2009-10 Fourth Funding Period

Mr. Spring gave a brief update regarding the financial position and funding recommendations for Fiscal Year 2009-2010. He noted that through staff's fiscal conservatism TDC had enough funds to address the applicant pool in the same manner as the first three quarters of the fiscal year. He pointed out that the year began with approximately \$1,083,000 and for the fourth quarter of the fiscal year 26 applications had been submitted requesting a total of \$439,000. Mr. Spring pointed out that 23 of the 26 applicants were from Non-Profit Organizations, 3 from For Profit Organizations, 11 were new or first time to the TDC, and 15 were continuing projects. He noted that there were no recommendations with a dollar amount of more than \$25,000. Mr. Spring said a total of \$191,550 had been recommended to 25 to 26 organizations that had applied for funding.

B. Overview of TDC Board Terms

Mr. Spring gave an overview of the TDC Board Terms. He noted by Florida State Statute the TDC was comprised of nine (9) members. He noted all members of the TDC served four (4) year terms which were stagnated, so that every two (2) years members rotated off of TDC. He pointed out that currently the terms of Mayor Mattie Herrera Bower and Mr. Rex Oleson's terms would expire at the end of this year. Mr. Spring stated that a nomination process would call for candidates for these positions and incumbents were eligible to re-apply for these positions.

V. Citizens' Presentations

Chairman Diaz requested TDC members to review the applications and to listen to brief statements from representatives of those organizations present today.

VI. Grant Applications and Recommendations-Fourth Funding Period

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

1. **Classical South Florida, Inc.**
Claire Crawford

Final Recommendation
\$12,000

Ms. Claire Crawford, representative of Classical South Florida Radio 89.7 expressed appreciation to Council Members for their consideration of funding the Summer Symphonies form South Beach featuring Miami's New World Symphony. She noted the event would be held from August 1, 2010 through September 1, 2010 and this event would provide great exposure for the New World Symphony and Miami.

3. **Culture in the City, Inc. f/a Alejandro**
Mendoza & Giants in the City
Alejandro Mendoza

Final Recommendation
\$9,000

Mr. Alejandro Mendoza noted that the next show would be held at Miami Beach Botanical Gardens, 35 international artists would be featured at this show. Mr. Mendoza expressed appreciation to the Council for their support, and requested additional funds for marketing of this event.

6. Infinito Art & Cultural Foundation, Inc.
Viviane Spinelli

Final Recommendation
\$9,000

Ms. Viviane Spinelli gave a brief presentation regarding the Brazilian Film Festival which will be held on August 13-20th. Ms. Spinelli noted that a variety of films will be showcased at this event. She pointed out that this event was marketed and advertised internationally in an effort to bring people from other countries to Miami.

8. Jewish Museum of Florida, Inc
JoAnn Arnowitz

Final Recommendation
\$6,300

Ms. JoAnn Arnowitz said she was excited about this summer's programs, the Lawyers Without Rights Exhibition, the Jewish Lawyers of Germany and the Lox with Black Beans and Rice exhibit. She expressed thanks to members for their support.

9. Miami Childrens Museum
Deborah Spiegleman/Natasha D'Souza

Final Recommendation
\$18,000

Ms. Natasha D'Souza expressed thanks to the TDC members for their consideration and the opportunity to provide today's presentation. She noted the Dino Island exhibit opened to the public on June 5, 2010 beginning with a tremendous T-Rex war, since the opening record levels of attendance had been reached. General admissions were up by 33% from the same period last year and Dino Island had received lots of media coverage noted Ms. D'Souza. She also noted that Miami Children's Museum (MCM) had established itself as the go to tourist destination for families visiting South Florida. She said beyond the media exposure the MCM had over 167 partner hotels and 33 car rental locations were stocked with our exhibit promotional advertisements and through a partnership with the South Florida Concierge Association Hotels were recommending the MCM to tourists. Ms. D'Souza noted that the MCM was celebrating National Ice Cream month and free ice cream was available.

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

2. Fundarte, Inc.
Robert Rosenberg

Final Recommendation

\$5,000

Mr. Robert Rosenberg noted that the First Annual Out in the Tropics Gay Performing Arts Festival was held on July 7-11th, Mr. Rosenberg stated that this was a signature event for South Florida, as it was one of the few arts events that spoke to the gay segment which he felt was crucial for South Florida Tourism. He pointed out that due to diverse funding and corporate support the event's first year was amazing. Mr. Rosenberg noted that the event was had widespread media coverage, local coverage included television radio and newspaper advertisements and out of town coverage included the New York Times and International publications as well. Mr. Rosenberg noted that attendees and artists came from all over the world. Mr. Rosenberg expressed appreciation for the TDC's support.

3. Haitian Heritage Museum Corp
Serge Rodriguez

Final Recommendation
\$7,500

Mr. Serge Rodriguez, representative, Haitian Heritage Museum expressed appreciation to the Council for its funding recommendation. He noted the event was entitled "Dancing in the District" which was a new concept that featured different genre's of dancing to reflect South Florida's communities. Mr. Rodriguez stated that the event engaged the community to participate in the dance for prizes. He noted there was no other event such as this one in South Florida, the event was well received and in its fourth show that featured the Samba dance.

4. Ife Ile, Inc.
Mary Torres

Final Recommendation
\$2,500

Ms. Mary Torres, Director, Ife Ile Inc. spoke of the 12th Annual Afro Cuban Dance Festival. She requested an increase of \$2,000 for marketing on an artistic piece for the event.

6. Swimwear Association of Florida
Judy Stein

Final Recommendation
\$7,500

Ms. Judy Stein, Executive Director, Swimwear Association of Florida (SAF) noted SAF was celebrating its 28th year. She noted that this was the largest and most important swimwear tradeshow in the world. She pointed out this tradeshow allowed buyers to conduct business with swimwear manufacturers; this tradeshow produced over \$2 million dollars and translated into thousands of dollars for hotels, nightlife and other tourist attractions. Ms. Stein said two new events were open to the public; a major fashion show and a seminar regarding swimwear industry trends. She said this tradeshow received an enormous amount of press locally and nationally.

**7. Visitor Industry Human Resource Development
Council, Inc.
*Andy Ingraham***

**Final Recommendation
\$10,000**

Mr. Andy Ingraham, President, National Association of Black Hotel Owners Operators & Developers asked the TDC to consider funding its conferences to give students the opportunity to see how the hospitality industry functions.

C. Special Events/Promotions (For-Profit)-Continuing

**1. Irreversible Magazine, Inc
*Norelkys Blazekovic***

**Final Recommendation
\$5,000**

Ms. Norelkys Blazekovic noted that her art project was called Irreversible and artists were invited to be part of the interventions. She said artists from all over the world requested to attend this event. Ms. Blazekovic asked that the TDC supports her event.

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

**1. Spase Designz, Inc.
*Jermell Jenkins***

**Final Recommendation
\$0**

Mr. Jermell Jenkins noted that although his event was not recommended for funding he requested to give a brief description of his event. Mr. Jenkins noted that the 2nd Annual Bookbag Giveaway would be held on Friday August 6-8; Sunday 3,000 bookbags would be given away to children in Liberty City. Mr. Jenkins noted the event had local business sponsorship, Esserman Nissan, WSVN 7, Costco, Comcast, the Tax Doctor, Hot 105 and the City of Miami Gardens. Mr. Jenkins asked that Council Members reconsider his application for funding.

E. Sports (Non-Profit)-First Time

**1. Pinecrest Premier Soccer, Inc.
*Evan Contorakes***

**Final Recommendation
\$25,000**

Mr. Evan Contorakes, Board Member, Pinecrest Premier Soccer expressed appreciation to Council Members for their funding recommendation. Mr. Contorakes disseminated information to Council Members regarding the Miami Super Cup Soccer Tournament. He noted that currently 1,500 hotel rooms were booked for this event, 25,000 people were expected to attend this event and 9 county parks were reserved. He requested the Council to increase the recommend funding amount.

2. United States Judo, Inc.
Jose Rodriguez

Final Recommendation
\$15,000

Mr. Jose Rodriguez, CEO, USA Judo noted that USA Judo was the national governing body for the Olympics Board of Judo. The 2010 IJF World Cu U.S. Open and North & Central American Champions event would be held on August 27-28 2010, he noted this was an Olympic qualifying event; the athletes would be qualifying to compete in the Olympic Games of 2010 in London. Mr. Rodriguez noted this event would be nationally televised through out the month of September thanks to a grant from the United States Olympic Committee. He said 34 nations have verified their attendance and participation in this event and over 600 athletes are scheduled to participate in this event. Mr. Rodriguez noted that on Sunday August 29, 2010 USA Judo was hosting the U.S. Open which would bring another 400 athletes to compete. Mr. Rodriguez requested council members to consider the full \$15,000 funding recommendation.

F. Television (For-Profit)-First Time

1. Sportsmen's Adventures Productions, LLC
Rick Murphy

Final Recommendation
\$15,000

Mr. Rick Murphy, Host, Florida Insider Fishing Report noted that this event showcased Miami as a world class fishing capital and held more off shore tournaments than any other city in the world.

Following citizen's presentations and discussion of the events, Mr. George Cozonis suggested increasing funding to the Haitian Heritage Museum's Dancing at the District event from \$5,000 to \$7,500.

Mr. Stuart Blumberg expressed his concern regarding increasing funding to the Dancing at the District event, noting that this was a first time event and in the past the council has not increased funding to events until after their first event was successful.

Ms. Olga Ramuda pointed out that this was a different type of event to offer tourists and noted that since this was a first time event they would require more funding to grow and become a successful event.

It was moved by Mr. George Cozonis to increase the funding to Dancing at the District from \$5,000 to \$7,500. This motion was seconded by Mr. William Perry III and upon being put to a vote, passed by a vote of 5-1 (Mr. Blumberg voted NO).

Mr. Blumberg congratulated Ms. Judy Stein of the Swimwear Association of Florida noting Swim Show 2010 was a spectacular show and the media coverage was extraordinary. Mr. Blumberg expressed concern noting that he would not support an increase of funding for this show. He noted as the Chair of the Miami Beach Convention Center's (MBCC) Advisory Board

many trade shows were held at the MBCC and if he supported an increase of funding to the Swim Show 2010 other trade shows would expect an increase as well.

Mr. William Perry III noted that he felt it was important to extend funding to the Visitor Industry Human Resource Development Council's Entrepreneurial Career Conference for Black Students in Hospitality (ECHO) Program. He requested to increase the funding from \$5,000 to \$10,000.

Mr. Blumberg noted that he was not in support of the initial funding recommendation to the Visitor Industry Human Resource Development Council Inc. Mr. Blumberg pointed out that this was not an event that brought tourists to Miami, it was a local conference; he inquired whether this organization's conference met the current criteria to receive funding.

Mr. Michael Spring noted the applicant did meet the criteria as it currently exists to receive funding. Mr. Spring advised Council Members that as a result of this discussion, TDC Subcommittee discussion and a similar prior application a review of this criteria as it relates to conferences and industry related conventions will be held at the workshop immediately following this meeting.

Mr. Perry noted that he strongly recommended the increase of funding at this time and move forward with restructuring the policy/criteria afterwards.

It was moved by Mr. William Perry III to increase the funding to the ECHO Program from \$5,000 to \$10,000. This motion was seconded by Mr. Gene Prescott and upon being put to a vote, passed by a vote of 5-1 (Mr. Blumberg voted NO).

It was moved by Ms. Olga Ramudo to move approve the Subcommittee recommended funding amounts on agenda items B-1 through B-5 as presented. This motion was seconded by Commissioner Diaz and upon being put to a vote, passed by a vote of 6-0.

It was moved by Mr. Rex Oleson to approve the subcommittee recommended funding to agenda item B-6 Swimwear Association of Florida. This motion was seconded by Mr. William Perry III and upon being put to a vote, passed by a vote of 4-2 (Mr. George Cozonis abstained due to conflict of interest and Mr. Stuart Blumberg voted NO).

It was moved by Mr. William Perry III to approve the funding to agenda item B-7 Visitor Industry Human Resource Development Council, Inc. in the amount of \$10,000. This motion was seconded by Mr. Gene Prescott and upon being put to a vote, passed by a vote of 4-2 (Mr. George Cozonis abstained due to conflict of interest and Mr. Blumberg voted NO).

It was moved by Mr. Stuart Blumberg to approve the Subcommittees recommended funding for agenda item C-1 Irreversible Magazine. This motion was seconded Mr. William Perry III and upon being put to a vote, passed by a vote of 6-0.

In response to Mr. Blumberg's inquiry regarding why no funding was recommended for agenda item D-1 Spase Designz, Inc. Mr. Spring explained that the event was entitled "bookbag giveaway to Miami-Dade County Children" as presented this event did not have strong viable

tourism components and the TDC criteria denotes the event should have a strong viable tourism element.

It was moved by Mr. William Perry III to approve the Subcommittee recommendation of zero to agenda item D-1 Spase Designz, Inc. This motion was seconded by Mr. Stuart Blumberg and upon being put to a vote passed by a vote of 6-0.

Ms. Olga Ramudo proposed full funding in the amount of \$15,000 for agenda item E-2 United States Judo, Inc.

Mr. Stuart Blumberg expressed his concern regarding granting the full funding amount of \$15,000 to the United States Judo, Inc., he inquired how Council members would decide that one organization was worthy of an increase and other organizations were not. He pointed out that the council should consider increases for events that brought more tourists to the community. Mr. Blumberg expressed further concern regarding why these organizations had not requested funding from the Sports Commission, noting that there was not a clear delineation between the TDC issuing funding versus the Sports Commission issuing funding. He pointed out that the Sport Commission was the organization which funded sporting events and felt that the sports commission should support these organizations as well.

Discussion ensued regarding the Sports Commission and the TDC funding sporting events.

Mr. Spring pointed out that traditionally the Sports Commission served poignantly as a marketing and sales agent for the community in regards of sporting events rather than funding the events they would attract the events and promote these events; the TDC would fund these sporting events and sporting events were considered as an eligible event to receive funding from the TDC.

It was moved by Ms. Olga Ramudo to increase the funding of agenda item E-2 United States Judo, Inc. organization from \$7,500 to \$15,000. This motion was seconded by Mr. Gene Prescott and upon being put to a vote, passed by a vote of 6-0.

It was moved by Mr. Stuart Blumberg to increase the funding of agenda item E-1 Pinecrest Premier Soccer, Inc. from \$15,000 to \$25,000. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, passed by a vote of 6-0.

It was moved by Mr. Stuart Blumberg to approve the subcommittee recommendation of \$15,000 to agenda item F-1 Sportsmen's Adventures productions, LLC. This motion was seconded by Chairman Diaz and upon being put to a vote, passed by a vote of 6-0.

It was moved by Mr. Stuart Blumberg to approve the subcommittee recommendation amount of \$6,750 to agenda item A-4 Friends of the Bass Museum, Inc. This motion was seconded by Mr. Rex Oleson and upon being put to a vote passed by a vote of 5-1 (Mr. George Cozonis abstained to a conflict of interest).

It was moved by Mr. Stuart Blumberg to approve the subcommittee recommendations of agenda items: A-2, A-5, A-7, A-10, A-11, A-12, A-13 and A-14. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote passed by a vote of 6-0.

Agenda Item No.	Organization name	Final Recommendation
VI-A2.	Coral Gables Congregational Church (United Church of Christ), Inc.	\$5,000
VI-A4.	Friends of the Bass Museum	\$6,750
VI-A5.	Ground Up & Rising	\$3,500
VI-A7.	Jamaica Awareness, Inc.	\$9,000
VI-A10.	Miami Hispanic Ballet Corporation	\$6,000
VI-A11.	Museum of Science, Inc.	\$10,500
VI-A12.	Patrons of Eceptional Artists, Inc.	\$3,000
VI-A13.	Rhythm Foundation, Inc.	\$5,000
VI-A14.	Teatro Avante, Inc.	\$15,000
VI-B1.	2B Non Profit Corporation	\$4,000
VI-B5.	Miami-Dade College, Kendall Campus, Department of Music	\$2,000

There being no further business to come before the Council the meeting was adjourned at 4:38 p.m.



Tourist Development Council
July 29, 2010

Prepared by: Zorana Gainer

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	7/29/10		Agenda
2	7/29/10		Citizen's Presentations
3	7/29/10		Tourist Development Council FY 2009-2010 Fourth Quarter Funding Memorandum
4	7/29/10		Budget Recommendations for FY 2009-2010 Fourth Funding Period Memorandum
5	7/29/10		Budget Update Chart
6	7/29/10		Overview of the TDC Board Terms Memorandum
7	7/29/10		Miami-Dade County Tourist Development Council Membership List
8	7/29/10		FY 2009-2010 Tourist Development Council Agenda Items
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			



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

AGENDA

- I. Additions, Deletions, Withdrawals**
- II. Conflict of Interest**
- III. Items for Approval**
 - A. Minutes of the May 20, 2010 Meeting**
- IV. Reports and Discussion Items**
 - A. Updated Budget / Financial Position and Funding Recommendations for FY2009-10 Fourth Funding Period**
 - B. Overview of TDC Board Terms**
- V. Citizens' Presentations**
- VI. Grant Applications and Recommendations - Fourth Funding Period**
 - A. Special Events/Promotions (Non-Profit) -- Continuing**

	Request	Subcommittee Recommendation
1. Classical South Florida, Inc. <i>Summer Symphonies from South Beach featuring Miami's New World Symphony</i>	12,000	12,000
2. Coral Gables Congregational Church (United Church of Christ), Inc. <i>2010 Summer Concert Series (25th Season!) & Young Musicians' Summer Master Classes</i>	15,000	5,000
3. Culture in the City, Inc. f/a Alejandro Mendoza & Giants in the City <i>GIANTS IN THE CITY Cultural Event Series</i>	25,000	9,000
4. Friends of the Bass Museum, Inc. <i>Cool Jazz: Hot Summer Nights at the Bass</i>	15,000	6,750
5. Ground Up & Rising, Inc. <i>Ground Up 2010 Summer Season</i>	15,000	3,500

	Request	Subcommittee Recommendation
6. Infinito Art & Cultural Foundation, Inc. <i>14th Brazilian Film Festival of Miami</i>	25,000	9,000
7. Jamaica Awareness, Inc. <i>Caribbean Celebration Series 2010</i>	9,000	9,000
8. Jewish Museum of Florida, Inc. <i>Marketing & Public Relations for Summer Exhibit Schedule</i>	15,000	6,300
9. Miami Children's Museum, Inc. <i>Miami Children's Museum Dino Island Exhibit</i>	25,000	18,000
10. Miami Hispanic Ballet Corporation <i>XV International Ballet Festival of Miami</i>	25,000	6,000
11. Museum of Science, Inc. <i>Energy Tracker</i>	25,000	10,500
12. Patrons of Exceptional Artists, Inc. <i>Miami International Piano Festival – 2010 Discovery Series</i>	6,000	3,000
13. Rhythm Foundation, Inc. <i>8th TransAtlantic Festival</i>	15,000	5,000
14. Teatro Avante, Inc. <i>XXV International Hispanic Theatre Festival of Miami</i>	25,000	15,000
B. Special Events/Promotions (Non-Profit) -- First Time		
1. 2B Non Profit Corporation <i>The Local Art Circuit</i>	15,000	4,000
2. Fundarte, Inc. <i>First Annual Out in the Tropics Gay Performing Arts Festival</i>	15,000	5,000
3. Haitian Heritage Museum Corp. <i>Dancing at the District</i>	15,000	5,000
4. Ife Ile, Inc. <i>12th Annual Afro Cuban Dance Festival</i>	5,000	2,500
5. Miami Dade College, Kendall Campus, Department of Music <i>Music for Tropical Park Miami International Agricultural and Cattle Show</i>	2,000	2,000
6. Swimwear Association of Florida <i>SwimShow 2010</i>	25,000	7,500
7. Visitor Industry Human Resource Development Council, Inc. <i>ECHO (Entrepreneurial Career Conference for Black Students in Hospitality)</i>	15,000	5,000
C. Special Events/Promotions (For-Profit) – Continuing		
1. Irreversible Magazine, Inc. <i>Irreversible Magazine Cultural Events Series</i>	15,000	5,000
D. Special Events/Promotions (For-Profit) – First Time		
1. Spase Designz, Inc. <i>2nd Annual Bookbag Giveaway</i>	15,000	0

	Request	Subcommittee Recommendation
E. Sports (Non-Profit) – First Time		
1. Pinecrest Premier Soccer, Inc. <i>Miami Super Cup Soccer Tournament</i>	25,000	15,000
2. United States Judo, Inc. <i>2010 IJF World Cup U.S. Open and North & Central American Championships</i>	15,000	7,500
F. Television (For-Profit) – First Time		
1. Sportsmen’s Adventures Productions, LLC <i>Florida Insider Fishing Report</i>	25,000	15,000

Adjournment



Panel Meeting
 Thursday, July 29, 2010 3PM
 Biltmore Hotel Coral Gables
 1200 Anastasia Avenue
 Bowman Meeting Room
 Miami, Florida

Citizens' Presentations

A. Special Events/Promotions (Non-Profit) -- Continuing	Request	Staff Recommendation
3. Culture in the City, Inc. f/a Alejandro Mendoza & Giants in the City <i>Alejandro Mendoza</i>	25,000	9,000
6. Infinito Art & Cultural Foundation, Inc. <i>Viviane Spinelli</i>	25,000	9,000
8. Jewish Museum of Florida, Inc. <i>JoAnn Arnowitz</i>	15,000	6,300
9. Miami Children's Museum, Inc. <i>Deborah Spiegelman / Natasha D'Souza</i>	25,000	18,000
 B. Special Events/Promotions (Non-Profit) -- First Time		
2. Fundarte, Inc. <i>Robert Rosenberg</i>	15,000	5,000
6. Swimwear Association of Florida <i>Judy Stein</i>	25,000	7,500
7. Visitor Industry Human Resource Development Council, Inc. <i>Andy Ingraham</i>	15,000	5,000
 C. Special Events/Promotions (For-Profit) -- Continuing		
1. Irreversible Magazine, Inc. <i>Norelkys Blazekovic</i>	15,000	5,000
 D. Special Events/Promotions (For-Profit) -- First Time		
1. Spase Designz, Inc. <i>Jermell Jenkins</i>	15,000	0
 E. Sports (Non-Profit) -- First Time		
1. Pinecrest Premier Soccer, Inc. <i>Evan Contorakes</i>	25,000	15,000
2. United States Judo, Inc. <i>Jose Rodriguez</i>	15,000	7,500
 F. Television (For-Profit) -- First Time		
1. Sportsmen's Adventures Productions, LLC <i>Rick Murphy</i>	25,000	15,000



MEMORANDUM

Date: July 29, 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 Fourth Funding Period

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

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.

4th Funding Period Overview

There are twenty-six (26) applications requesting a total of \$439,000 for the fourth quarter funding period. Of these 26 applications, twenty-three (23) are from non-profit organizations requesting a total of \$384,000; and three (3) applications are from for-profit organizations requesting \$55,000.

Eleven (11) of these 26 organizations represent New and/or First-time projects to the Tourist Development Council; and fifteen (15) are Continuing projects. 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 TDC Panel agenda package reflect the consensus achieved at this Subcommittee meeting.

Recommended Allocation for this Funding Period

A total of \$191,550 has been recommended for 25 organizations by the TDC Subcommittee for this fourth funding period. The current balance in the Shoulder Season Fund / Reserve Fund is \$51,002. 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	175,800 ²¹	
Fourth Funding Period	120,861		70,689	191,550 ²⁵	
Shoulder Season Fund / Reserve	150,000				51,002
Set-Aside Grants	121,400				
TOTAL	\$1,083,252	\$ 121,400	\$ 108,998	\$1,032,250¹⁰⁸	\$ 51,002

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
Fourth 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
Total Allocation for Third Funding Period					\$ 175,800
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 123,050 (15)	N/A	N/A	N/A	\$ 123,050 (15)
Ongoing Projects - Recommended Amounts (# of requests)	N/A	N/A	N/A	N/A	N/A
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 31,000 (7)	\$ 22,500 (2)	\$ 15,000 (1)	N/A	\$ 68,500 (10)
Total Recommended for Second Funding Period (# of requests)	\$ 154,050 (22)	\$ 22,500 (2)	\$ 15,000 (1)	N/A	\$ 191,550 (25)
Balance Remaining (Reserve / Shoulder Season Fund)					\$ 51,002

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



Date: July 29, 2010

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

From: Michael Spring, Director
Department of Cultural Affairs 

Subject: Overview of TDC Board Terms

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

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

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

The TDC's board members are appointed via group appointment by the Miami-Dade County Board of County Commissioners for a period of four years, usually staggered terms. The attached chart lists each board member and their appointed term. As of November 30, 2010, the following two (2) members' terms are due to expire: Honorable Mattie Herrera Bower, Mayor, City of Miami Beach; and Rex Oleson, President/CEO, Redland Hotel.

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



Miami-Dade County Tourist Development Council

MEMBERS	AFFILIATION	TITLE	Term
Elected Municipal Officials			
Honorable Matti Herrera Bower*	City of Miami Beach Mayor	Mayor	01/08 – 11/10
Honorable Wifredo Gort	City of Miami Commissioner	Commissioner	03/10 – 03/12
Owners/Operators of Hotels or other Tourist Accommodations			
George Cozonis	W Hotels South Beach	General Manager	03/10 – 03/12
Rex R. Oleson*	Redland Hotel	President/CEO	07/09 - 11/10
T. Gene Prescott	Biltmore Coral Gables	President	03/10 – 03/14
Involved in Tourist Industry			
Stuart L. Blumberg	Educator / Tourism Advisor	Educator / Tourism Advisor	03/10 – 03/14
William Perry	World Wide Concessions	Partner/Owner	03/10 – 03/14
Olga Ramudo	Express Travel of Miami, Inc.	President/CEO	03/10 – 03/12
Chairperson			
Commissioner Jose "Pepe" Diaz	Miami-Dade County Commissioner	Commissioner	01/09 - 01/11

* Terms expire as of November 30, 2010

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

Agenda Item No.: A-1

ORGANIZATION: Classical South Florida, Inc.

GRANT REQUEST: \$12,000

TITLE OF EVENT: Summer Symphonies from South Beach featuring
Miami's New World Symphony

RECOMMENDATION: \$12,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3rd

STATUS: Non-Profit

DATE(S) OF EVENT: August 1, 2010 - Sept 1, 2010

EVENT LOCATION: Various in Miami-Dade, Palm Beach, Broward and Monroe Counties

DESCRIPTION:

Funds are requested to support Summer Symphonies from South Beach featuring Miami's New World Symphony, a series of broadcasts of selected performances from New World Symphony's 2009-2010 season on Classical South Florida radio 89.7 FM. The broadcasts in August 2010 of these taped performances of NWS will highlight the resurgence of classical radio programming in the South Florida region and the world-class classical music performances available in Miami-Dade County.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 190,000 OUT OF COUNTY: 60,000

OUT OF STATE: 0 FOREIGN: 0

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:

N/A

PREVIOUS TDC FUNDING:

\$13,500 (08-09); \$15,000 (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@miamidadade.gov

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-___

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

01-401-09

Classical South Florida

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 330 SW Second Street

City: Fort Lauderdale State: FL Zip: 33312 Website: www.classicalsouthflorida.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2007

(7) FEI#: 26 - 1417978

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 03/18/10 Time: 3-5pm

(10) Name: Douglas Evans

Mr. Mrs. Ms. Miss Dr.

Title: General Manager

Phone (day): (954) 522 - 8755 ext. 201

Email: devans@classicalsouthflorida.org

Fax: () -

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: *Summer Symphonies from South Beach* featuring Miami's *New World Symphony*

(12) Starting and Ending Dates: Aug-Sept 2010

(13) Starting and Ending Times: 8-9pm

(14) Address or Location of Project: Broadcast will reach Miami-Dade, Palm Beach, Broward and Monroe Counties

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

Primary: # All

Secondary: # N/A

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

(16) Miami-Dade Commission District: # 3

Florida State Senate District: # 35

Florida State House District: # 109

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): Approximately 250,000 listeners

(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:
(All Adults PLUS All Children)

Audience/Attending: 250,000

Performing/Instructing: n/a

(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

Classical South Florida (CSF) 89.7 FM, the new, all-classical music radio station affiliated with American Public Media (APM), will present *Summer Symphonies from South Beach featuring Miami's New World Symphony*, a series of broadcasts of selected performances from the New World Symphony (NWS) on Thursday evenings in August. This project will attract potential visitors and entertain current visitors to Miami-Dade County by 1) showcasing the Miami-based NWS; and 2) promoting and enhancing South Florida's overall arts and culture atmosphere through CSF's powerful public radio communication platform for the arts. CSF's goal is to continue to expand programming by developing new broadcast content that specifically features the work of South Florida classical musicians. In 2008 and 2009 CFS recorded and broadcast the Cleveland Orchestra's performances while in residence at the Arsht Center.

The taped performances will be broadcast on CSF 89.7 FM in Miami/Ft. Lauderdale area, and on the translator station 101.9 FM in West Palm Beach to over 250,000 listeners. The reach of this broadcast will extend not only to listeners throughout Miami-Dade, Broward, Palm Beach, and Monroe Counties, but also nationally through promotion on both CSF and APM's websites, allowing potential visitors to receive an "aural taste" of South Florida's eclectic, thriving arts scene.

The concerts will be a production of CSF's anchor program, *Classical 24*, a full service, 24-hour, fully-live hosted, classical music program offered by live-stream to carrying stations. Building on the promotion and listenership of this growing program, the broadcast will increase awareness and interest of tourists and residents of South Florida in the cultural opportunities that exist in Miami-Dade County. The project broadcasts will kick-off the NWS 2010-2011 season beginning in September under the artistic direction of Michael Tilson Thomas, at the Lincoln Theatre located in the heart of Miami Beach's Art Deco district. *Summer Symphonies from South Beach (Summer Symphonies)* will take place in August and September with three broadcasts of taped performances on: Thursday, August 19, 2010 at 8 p.m.; Thursday, August 26, 2010 at 8 p.m.; and Thursday, September 2, 2010 at 8 p.m. The broadcasts will be hosted by an experienced *Classical 24* host.

The project will leverage the reach and reputation of CSF and APM (the second largest producer of public radio programming in the country and the nation's leading classical music producer) to reach listeners and potential visitors throughout Miami-Dade, Broward, Palm Beach, and Monroe Counties, and nationally and internationally through information and program promotion on websites. The project will be part of a comprehensive marketing campaign to increase awareness of and establish CSF as part of the South Florida community, including print, television, outdoor, and Internet. Marketing efforts include an outdoor billboard campaign, mass marketing on the commercial television level, CSF signage at Dadeland Mall and Boca Town Center, and attendance or sponsorship of over 40 events in the community. Approximately 450,000 targeted mailings will be sent in 2010. Primary marketing and public relations efforts for the project will include on-air announcements and promotion on CSF and APM's well-accessed websites, as well as through NWS promotional mailings, website, and email communication. Radio spots advertising the upcoming broadcasts will air up to five times a day for the month preceding the broadcasts, and six times a day on the day of the broadcast up until broadcast. CSF will work with Miami-Dade County hotels/motels for marketing strategies that could possibly include on-site broadcast parties and hotel room radios tuned to CSF 89.7 FM

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>		905			
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>		3,701			
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>		896			
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				93		0	3,000
PRINTING							
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL				141,667		135,262	
INSURANCE				257		257	
UTILITIES				9,501		9,501	
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							
CONTINGENCY @10% OF DIRECT EXPENSES				16,002		16,002	
INDIRECT EXPENSES @ 20% OF TOTAL PROJECT COST				44,006		44,006	

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

12,000

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

217,028

 = 12,000 + 205,028

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

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

3,000

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

\$ 220,028

 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			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	205,028	3,000	CSF WEBSITE AND BROADCASTS
OTHER REVENUES (Itemize below)			

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

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

217,028

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

3,000

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

\$ 220,028

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

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

Agenda Item No.: A-2

ORGANIZATION: Coral Gables Congregational Church (United Church of Christ), Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 2010 Summer Concert Series (25th Season!) & Young Musicians' Summer Master Classes

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: June 3, 2010 - August 13, 2010

EVENT LOCATION: 3010 De Soto Boulevard Coral Gables, FL 33134

DESCRIPTION:

Funds are requested to support marketing expenses and artists fees for the Coral Gables Congregational Church (CGCC) Community Arts Program 2010 Summer Concert Series (25th Anniversary Season!) and Young Musicians Summer Master Classes. The Series presents six concerts, June through August, which are made available to Miami-Dade County visitors and residents through a roster of world renowned classical and jazz artists. These same artists remain an extra day to also provide Young Musicians Summer Master Classes for youth (ages 8-18).

HOTEL CONFIRMATION:

Biltmore Hotel (115 room nights)

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 2,412 OUT OF COUNTY: 462

OUT OF STATE: 692 FOREIGN: 84

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 50

room nights anticipated: 115 Actual room nights used last year: 110

OUTSIDE MEDIA:

Print: New York Times; Miami Herald, El Nuevo, Miami New Times, Heat Beat
Radio: WLRN; WDNA

PREVIOUS TDC FUNDING:

\$5,000 (07-08); \$5,000 (06-07) End of Cycle; \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04); \$5,000 (02-03)

OTHER GOVERNMENT FUNDING:

City of Coral Gables - \$10,000
FL State Division of CUA - \$25,000 (Pending)

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

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

FY 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): **82-987-3087**

Coral Gables Congregational Church, Inc. (CGCC)

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 3010 De Soto Boulevard

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

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1924

(7) FEI#: 59 - 0637827 (8) State of Incorporation: FL

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

(10) Name: Mark Hart Mr. Mrs. Ms. Miss Dr.

Title: Exec. & Artistic Dir., CGCC Community Arts Program Phone (day): (305)448-74421, ext. 120

Email: markh@ucc-cgcc.org Fax: (305) 448-7421 Phone (other): (786) 423-3071 ext. N/A

PROJECT INFORMATION

(11) Project Title: 2010 Summer Concert Series (25th Season!) & Young Musicians' Summer Master Classes

(12) Starting and Ending Dates: 6/3/2010 – 8/13/2010 (13) Starting and Ending Times: 10 a.m. - 10 p.m.

(14) Address or Location of Project: 3010 De Soto Boulevard Coral Gables, FL 33134

(15) Municipality in which project will take place (use codes): Primary: # 8 Secondary: # 1

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

(16) Miami-Dade Commission District: # 6 Florida State Senate District: # 34

Florida State House District: # 111 U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 3,669

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

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

of Children (Ages 6-12): **200** **Total # - All Ages (Ages 0-18): 650**

(18b) Total Participation: Audience/Attending: 3,650 Performing/Instructing 19
 (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

PROJECT DESCRIPTION: The project of this grant application is the 2010 Summer Concert Series and Young Musicians' Summer Master Classes of the Coral Gables Congregational Church (CGCC) Community Arts Program. 2010 marks the 25th year for the Summer Concert Series and 6th year for Young Musicians' Summer Master Classes. The Summer Concert Series is an eagerly anticipated staple that presents the finest in the world of classical and jazz music. Seven concerts are offered throughout the summer months (June through August) on alternate Thursday evenings. This schedule, during the down time of many South Florida arts organizations, guarantees a successful target response from local arts enthusiasts and visitors to Miami-Dade. The Series is known for its ability to offer a unique and intimate concert experience within the Coral Gables Congregational Church historic Mediterranean-revival style acoustically-sound space that, in itself attracts over 2,500 tourists yearly. In addition to serving the general adult public, concerts and master classes (June through August) are open to all youth, including those who attend the CGCC Community Arts Program Summer Music Shout Outs! which offers youth lessons on a chosen instrument, music appreciation classes and concert attendance at a free to nominal fee. Summer Concert Series concerts provide youth the invaluable practical learning experience through listening. Master classes with these same artists augment the total learning experience by providing additional technical advice and real-world perspectives to youth. The time frame of the TDC grant covers four concerts and three master classes: July 1 through August 13.

TOURIST ATTRACTION & MARKETING: Entering its 25th season, the high quality and solid reputation of the Summer Concert Series is a large attraction for visitors to Miami-Dade County who seek highest quality through interesting programming. Firm and effective marketing strategies tout this and include targeted radio, print, cyber web sites, electronic viral and postal direct mail with media sponsors that include NPR station WLRN 91.3FM, Serious Jazz WDNA 88.9FM, the Miami Herald and New York Times. The total anticipated # of spectators is 3,650 with 34% being tourists! The tourists' attraction is enhanced by Coral Gables Congregational Church's listing in the *National Register of Historic Places*. Adding to this is the cultural outlet that the concerts and master classes provide to adults and youth during the culturally-dry summer months (a period when the majority of Miami-Dade County cultural programming is on hiatus), at a very reasonable per ticket price: \$25 advance, \$30 at the door for concerts with free tickets to many youth (ages 8-18). Young Musicians' Summer Master classes are \$10, with scholarships available.

TIME FRAME: Seven concerts take place every other Thursday evening (8pm-10pm) throughout the summer: June 3, 2010 through August 13, 2010. Four Friday (10am-12pm) master classes take place June 18 through August 13. The time frame of the TDC grant covers four concerts and three master classes: July 1 through August 13.

DATES, EVENTS, VENUES, & ARTISTS: The project's following **concerts (C)** and **master classes (MC)** take place within the historic CGCC sanctuary: **June 3 (C) Preservation Hall Jazz Band / June 17 (C) & 18 (MC) Mark Kosower** classical cellist (newly-appointed principal cello of the Cleveland Orchestra) / **July 1 (C) Ann Hampton Callaway** jazz vocalist/pianist / **July 15 (C) & 16 (MC) Awadagin Pratt** classical pianist / **July 29 (C) & 30 (MC) Nicholas Payton** jazz trumpeter / **August 12 (C) & 13 (MC) Ramsey Lewis** jazz pianist. July 1 through August 13 dates are covered under this TDC grant.

FUNDING ATTRACTIVENESS: Tourist Development Council dollars enhance the project by helping to fund (1) effective avenues (i.e., radio; print; direct mail; and web-based applications) for public awareness, and (2) a roster of renowned artists. The result is an enhancement of the project as a high-quality cultural & educational resource that also focuses on youth and, therefore, long-term cultural development

PRODUCTION, IMPLEMENTATION & TIMELINE: The event is produced with one full-time paid staff, one part-time technical staff and 40 part-time volunteers. Implementation is composed of year-round fundraising, November through March artist contracting, and February through August on-going marketing and advertising.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>44,205</u>		<u>44,205</u>	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>3,700</u>		<u>3,700</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>7</u>		<u>37,000</u>	<u>7,000</u>	<u>30,000</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				<u>34,399</u>	<u>8,000</u>	<u>26,399</u>	<u>20,135</u>
PRINTING				<u>3,800</u>		<u>3,800</u>	
POSTAGE				<u>1,100</u>		<u>1,100</u>	
IN-COUNTY TRAVEL				<u>938</u>		<u>938</u>	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS				<u>3,700</u>		<u>3,700</u>	
OTHER COSTS (ITEMIZE BELOW):							
	HOSPITALITY			<u>2,336</u>		<u>2,336</u>	<u>4,865</u>
	PIANO TUNING & MOVING			<u>1,640</u>		<u>1,640</u>	
	AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)			<u>338</u>		<u>338</u>	
	CREDIT CARD PROCESSING FEES			<u>1,650</u>		<u>1,650</u>	
	ARTISTS' ACCOMMODATIONS						<u>5,883</u>

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

15,000

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

134,806 = **15,000** + **119,806**

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

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

30,883

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

\$ 165,689 Sum of #45 Cash & #46 In-kind

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

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

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

PROJECT REVENUE BUDGET 2009-2010

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

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	50,000		
CONTRACTED SERVICES			
TUITIONS	722		
CORPORATE SUPPORT		30,883	FARE TO REMEMBER, BILTMORE HOTEL WLRN, WDNA, MIAMI HERALD, AND NEW YORK TIMES
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	21,280		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE	State of FL Div. of Cult. Affairs City of Coral Gables, M-D County	10,000	
LOCAL	Dept. of Cult. Affairs	32,500	
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
CD SALES	4,364		
CONCESSION SALES	600		
ONLINE PROCESSING FEES	340		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

134,806

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

30,883

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

\$ 165,689

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

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

Agenda Item No.: A-3

ORGANIZATION: Culture in the City, Inc. a/f/a for Alejandro Mendoza & Giant in the City
GRANT REQUEST: \$25,000

TITLE OF EVENT: GIANTS IN THE CITY Cultura Event Series

RECOMMENDATION: \$9,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: August 1-6, 2010

EVENT LOCATION: 2000 Convention Center Drive, Miami Beach FL 33139

DESCRIPTION:

Funds are requested to support GIANTS IN THE CITY Cultural event series 2010, a monumental inflatable outdoor art in public space exhibition. The Miami Beach Botanical Gardens will host the new series this year from August 1-6 of 2010. Giant in the City 2010 bring new interactive activities where the artis involved in the project will participate and exchange with our diverse community in a free and open to the public workshop and artist lecture program during the Culture event series exhibition.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 2,825 OUT OF COUNTY: 100

OUT OF STATE: 100 FOREIGN: 25

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 25

room nights anticipated: 25 Actual room nights used last year: 50

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING:

\$10,000 (08-09)

OTHER GOVERNMENT FUNDING:

N/A

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

Program Administrator: Nikenna Smart-Benjamin
111 NW 1st Street, Suite 625 • Miami, FL 33128
Phone: (305) 375-5092 • Fax: (305) 375-3068
email: ndb1@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): **877331046**
Culture in the City, Inc. a/f/a for Alejandro Mendoza & Giants in the City FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 5 Island Ave, # 11F
City: Miami Beach State: FL Zip: 33139 Website: cultureinthecity.wordpress.com

- (4) Applicant Institution Type: Cultural Non-Cultural
- (5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2006
- (7) FEI#: 20 - 4504211 (8) State of Incorporation: FL
- (9) Required Pre-application Consultation: Date: March 18 Time: 3:00pm
- (10) Name: Jonathan Rose X Mr. Mrs. Ms. Miss Dr.
Title: President Phone (day): (305) 347 - 0371 ext.
Email: proseguy@aol.com Fax: () - Phone (other): () - ext.

PROJECT INFORMATION

- (11) Project Title: GIANTS IN THE CITY Cultural Event Series
- (12) Starting and Ending Dates: August 1- 6th, 2010 (13) Starting and Ending Times: 11am- 5pm
- (14) Address or Location of Project: 2000 Convention Center Drive Miami Beach FL 33139
- (15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: # _____
- | | | | |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami | 10 Homestead | 19 Golden Beach | 28 Aventura |
| 02 Miami Beach | 11 Miami Shores | 20 Pinecrest | 29 Islandia |
| 03 Coral Gables | 12 Bal Harbour | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah | 13 Bay Harbor Island | 22 Medley | 31 Miami Lakes |
| 05 Miami Springs | 14 Surfside | 23 North Bay Village | 32 Palmetto Bay |
| 06 North Miami | 15 West Miami | 24 Key Biscayne | 33 Miami Gardens |
| 07 North Miami Beach | 16 Florida City | 25 Sweetwater | 34 Doral |
| 08 Opa-Locka | 17 Biscayne Park | 26 Virginia Gardens | 35 Cutler Bay |
| 09 South Miami | 18 El Portal | 27 Hialeah Gardens | 99 Unincorporated |
- (16) Miami-Dade Commission District: # 5 Florida State Senate District: # 35
Florida State House District: # 109 U.S. Congress District: # 18
(Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience: White, Not Hispanic Hispanic Caribbean General (no specific emphasis)
(check only one) Black, Not Hispanic Asian Other (specify): _____
- (18) Expected Participation (# of individuals): 3050
- (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): 500
of Children (Ages 6-12): 500 Total # - All Ages (Ages 0-18): 1500
- (18b) Total Participation: Audience/Attending: 3000 Performing/Instructing: 50
(All Adults PLUS All Children) 3050
- (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

"Giants in the City" cultural event series are a monumental inflatable sculptures (ranging from 35ft-45ft in height) exhibition enriching the quality of Miami-Dade community life, increasing and promoting the understanding and awareness of the arts by an international cultural exchange, enlivening and beautifying the city landscapes, and contributing to civic pride.

How Giants in the City will attract tourist to Miami-Dade:

- Artist from all over the world are drawn to Giants in the City strong international outreach these cultural event series provides as never done before accessibility to one monumental cultural event from any cultural background in the world.
- A small budget allows the artist to create a monumental inflatable sculpture providing also the opportunity to travel the world with the sculpture due the lack of shipping cost (each Giant fit in a luggage)
- The incredible appeal that Miami is known for amazing weather, our beautiful beaches, accessible short cruise holidays destinations, shops, Restaurants & Clubs are powerful endorsements to grace the diversity of Giants in the City cultural event series,

August 1st - 6th 2010 Giants in The City Cultural event series will be sponsor by the prestigious Miami Beach Botanical Garden. The event, workshop and summer kids activities are free and open to the public.

The exhibit will feature the new works of 25 renowned artists who have come together to create brand-new, state of the art monumental sculptures for the new series. The collaborative art project will be highlighted during the weekend reception; the artist will present each new giant, and discuss their creative processes, and the experience of a "Giant monumental" artworks. We are adding workshops where founder artist Alejandro Mendoza will explain the progression of the series, the designs, and the environmental attributes that went in to developing the project welcoming the first 100 % Upcycled Giant. During the workshop there will be a premier of the "Giants in the City" video documentary.

Recently a new website www.giantsintheicity.com was created for the implementation of on-line marketing programs, promotion and updated news that has created a digital identity. The website design was created to capture a large international, national and local audience, a video documentary has been developed for a long- and short-term marketing plan to target local, national & international markets which includes: sending weekly email blast to fans, sending formal invitations to 6,000 data base "Miami Beach Botanical Gardens" members + 5,000 data base "Giants in the City" mailing list. Leading up to the event "Giants" will receive publicity through a number of media sources such as featured in newspapers and radio/television stations and promotional measures through prior exhibits. There are agreements with the Miami Herald, El Nuevo Herald and Miami New Times, IRREVERSIBLE Magazine, Union Radio, VoZZ TV, Deco Drive and Plum TV. Who have all agreed to cover and broadcast the cultural event series. There have been a multitude of conversations with local Miami Hotels & establishments who have expressed a good amount of interested in sponsoring "Giants in the City" and supporting the event. Winterheaven Hotel & Tropics Hotel in Miami Beach are interested in being one more time our locals hotel host.

Alejandro Mendoza founder/Curator has carefully invited 25 international, national & local artists to be part of the new series. Participating artist are (not limited): Nicolas Leyva, Gisela Savdie, Miguel Rodez, Yovany Bauta, Sergio Garcia, Gino Tozzi, Angel Vapor, Edouard Duval-Carrié, Pablo Cano, Leonel Matheu, Anja Marais, Lucinda Linderman, Maki Hashizume (Japan Kobe Biennale Special Prize winner 2009), Joel Erland & Kate Kaman, Ramon Williams, Pablo Laucerica, Karen Starosta Gilinsky, Miguel Fleitas, Ricardo Rios, Jose Bedia, Tomas Esson, Gustavo Acosta, & Frank Hyder & Alejandro Mendoza to mention few.

With TDC funding will enhance and stronger our outreach of our cultural event series increasing our international presence attracting artist & their families to our city through scheduling media campaigns, advertising, design and creation of a larger catalog, video

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>5,000</u>			
ARTISTIC:	NUMBER OF ARTISTS:	<u>1</u>		<u>5,000</u>			
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>25</u>					<u>3,750</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY		<u>13,300</u>		<u>5,000</u>		<u>8,300</u>	<u>5,000</u>
PRINTING							
POSTAGE		<u>1,500</u>				<u>1,500</u>	
IN-COUNTY TRAVEL		<u>200</u>				<u>200</u>	
OUT OF COUNTY TRAVEL		<u>3,000</u>				<u>3,000</u>	
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE		<u>5,000</u>				<u>5,000</u>	
SPACE RENTAL							<u>5,000</u>
INSURANCE		<u>2,000</u>				<u>2,000</u>	
UTILITIES							
SUPPLIES/MATERIALS		<u>22,000</u>				<u>22,000</u>	
OTHER COSTS (ITEMIZE BELOW):							
	SECURITY (\$166 X 3 TURNS X 6 DAYS)	<u>3,000</u>				<u>3,000</u>	

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

\$15,000

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

\$60,000 = **\$15,000** + **\$45,000**

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

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

13,750

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

\$73,750 Sum of #45 Cash & #46 In-kind

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

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

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

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

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

PROJECT REVENUE BUDGET 2009-2010

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

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS			
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	10,000		
FOUNDATION SUPPORT	9,100		
PRIVATE/INDIVIDUAL SUPPORT	10,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL Community Grant	5,900		
APPLICANT CASH ON HAND	10,000		
OTHER REVENUES (Itemize below)			
Artistic fees		3,750	PRODUCC COST \$150 P/ARTIST
MARKETING & PUBLICITY		5,000	IRREVERSIBLE SPONSORSHIP
SPACE RENTAL		5,000	MIAMI BEACH BOTANICAL G
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)		\$15,000	

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

\$60,000

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

\$13,750

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

\$ 73,750

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

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

Agenda Item No.: A-4

ORGANIZATION: Friends of the Bass Museum, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Cool Jazz: Hot Summer Nights at the Bass

RECOMMENDATION: \$6,750

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: July 09, 2010 - September 10, 2010

EVENT LOCATION: Bass Museum of Art, 2121 Park Avenue

DESCRIPTION:

Funds are requested to support Hot Nights "Cool Jazz", a six week jazz concert series at the Bass Museum of Art on Miami Beach. Every other Friday evening, from July 9, 2010 through September 10, 2010, the Bass Museum will be open to tourists and residents an extra four hours in the evening (5:00 to 9:00 PM) and will showcase Miami's best local jazz artists in concert at 7:00 PM on the Museum's main level. Admission to each event, designed to draw after dark crowds to the Museum over the summer months, will be \$10 for non-members and \$5 for members, residents and employees of the City of Miami Beach.

HOTEL CONFIRMATION:

None

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 825 OUT OF COUNTY: 175

OUT OF STATE: 175 FOREIGN: 175

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 85

room nights anticipated: 75 Actual room nights used last year: 85

OUTSIDE MEDIA:

N/A

PREVIOUS TDC FUNDING:

\$7,500 (08-09)

OTHER GOVERNMENT FUNDING:

MCI - \$191,891

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):

032325656

Friends of the Bass Museum, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2121 Park Avenue

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

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 59 - 2017511 (8) State of Incorporation: Florida

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

(10) Name: Silvia Karman Cubiñá Mr. Mrs. Ms. Miss Dr.

Title: Executive Director / Chief Curator

Phone (day): (305) 673 - 7530 ext. 2002

Email: scubina@bassmuseum.org Fax: (305) 673 - 7062 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: *Hot Night Cool Jazz!*

(12) Starting and Ending Dates: *July 9 - Sept 10, 2010* (13) Starting and Ending Times: 5:00-9:00PM

(14) Address or Location of Project: Bass Museum of Art, 2121 Park Avenue, Miami Beach

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

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

(16) Miami-Dade Commission District: # 05 Florida State Senate District: # 38

Florida State House District: # 106 U.S. Congress District: # 22

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

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

(18) Expected Participation (# of individuals): 1,380

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

of Infants/Preschool (Ages 0-5): 15 # of Youth (Ages 13-18): 200

of Children (Ages 6-12): 60 Total # - All Ages (Ages 0-18): 275

(18b) Total Participation: Audience/Attending: 1,350 Performing/Instructing: 30
 (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 purpose of the Bass Museum of Art is to collect and exhibit the finest art the world has to offer from the past through the present, thereby enriching lives and educating residents and visitors in the City of Miami Beach. The Bass Museum achieves its purpose by developing and mounting exhibitions from its permanent collection and by presenting specially curated exhibitions of art from noted local, national and international collections. Essential to this function is the creation of educational programs related to the exhibitions, including concerts. Programming at the Bass Museum stimulates residential populations as well as tourism, and provides an important cultural destination for the City of Miami Beach and the region. To stimulate tourist visits to the Bass Museum over the summer months, the Bass will once again produce a summer Jazz concert series titled *Hot Night Cool Jazz!* Every other Friday evening, from July 9, 2010 through September 10, 2010, the Bass Museum will be open to tourists and residents an extra four hours in the evening (5:00 to 9:00 PM) and will showcase Miami's best local Jazz artists in concert at 7:00 PM on the Museum's main level. These Friday evening events provide an upscale evening of visual art exhibitions, Jazz music, and free refreshment.

Hot Night Cool Jazz! will showcase some of the best contemporary Jazz artists in Miami on five select Friday evenings: July 9, July 23, August 6, August 20 and September 10. The series will include: Martin Bejerano Quartet—a native of Miami, Bejerano has performed at most of the Jazz festivals, clubs and venues around the world and continues to garner critical attention for his technical command of piano. Jim Gasior Quartet: Gasior leads the New World School of the Arts Jazz Ensemble; recent winner of the Jazz at Lincoln Center Essentially Ellington Competition. Other performing artists include Michael Gerber, Markus Gottschlich and Felipe Lamoglia.

The goal of *Hot Night Cool Jazz!* is to draw weekend visitors who might not normally make time to visit the Museum over a long-weekend visit. An example of the tourist being targeted arrives with his wife on Thursday evening, spends Friday on the beach and would normally stay inside at the hotel until venturing out to dinner at 9PM. The Museum's concert series offers a stimulating arts experience before dinner, but after the sand and surf. The events, designed to draw after dark crowds to the Museum over the summer months will be \$10 for visitors and \$5 for members and residents and employees of the City of Miami Beach. TDC funds will directly support marketing efforts associated with promoting *Hot Night Cool Jazz!* to tourists visiting Miami Beach and South Florida over the summer months. A small portion of the funds will also cover artistic fees for the Jazz musicians who will perform.

The Raleigh is serving as our partner hotel for the series and has agreed to make 85 room nights available for Bass Museum jazz patrons on the weekends we will be presenting concerts. Additionally, the Greater Miami Convention and Visitor's Bureau will once again partner with us and other Miami-Beach based museums to shuttle visitors between venues on Friday evenings throughout the summer.

Last year's first summer jazz series produced total new audiences of 893 people who attended four concert performances. We utilized 85 room nights at The Gansevoort and a total of 558 tourists to Miami Beach were in attendance.

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>	4,350				4,350	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>30</u>	10,000		5,000		5,000	3,000
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						1,950
MARKETING/PUBLICITY		6,000		5,000		1,000	2,300
PRINTING		4,000		4,000			
POSTAGE		2,000		1,000		1,000	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		4,000				4,000	
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE		2,400				2,400	
UTILITIES							
SUPPLIES/MATERIALS		1,700				1,700	750
OTHER COSTS (ITEMIZE BELOW):							
	BAR SETUP/STAFF	2,300				2,300	2,500
	SECURITY/FRONT DESK	7,500				7,500	

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

15,000

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

44,250 = **15,000** + **29,250**

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

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

10,500

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

\$ 54,750 Sum of #45 Cash & #46 In-kind

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

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

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

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

Agenda Item No.: A-5

ORGANIZATION: Ground Up & Rising, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Ground Up 2010 Summer Season

RECOMMENDATION: \$3,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: July 16 - September 26, 2010

EVENT LOCATION: Little Stage Theater

DESCRIPTION:

Funds are requested to support the Ground Up & Rising's 2010 Summer Season on Miami Beach. Ground Up is bringing it's uniquely exciting brand of edgy and thought-provoking theater to it's new home in Miami Beach. The award-winning, critically-acclaimed programming specifically targets the often neglected young adult demographic while maintaining an universal appeal for all ages.

HOTEL CONFIRMATION:

None

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 800 OUT OF COUNTY: 200

OUT OF STATE: 300 FOREIGN: 200

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:

Pending

PREVIOUS TDC FUNDING:

\$3,500 (08-09)

OTHER GOVERNMENT FUNDING:

City of Miami Beach - \$8,614

District 8 - Commissioner Sorenson - \$5,000

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

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

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

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) X**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): **618151471**
Ground Up & Rising Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: **2000 Ponce de Leon Blvd., Suite 600**

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

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

(5) Corporate Status: **Non-Profit X** **For Profit** (6) Year of Incorporation: **2005**

(7) FEI#: **20 -3536154** (8) State of Incorporation: **Florida**

(9) Required Pre-application Consultation: Date: **3-25-2010** Time: **10:30 am**

(10) Name: **Arturo Fernandez** **Mr. X** **Mrs.** **Ms.** **Miss** **Dr.**

Title: **Producing Artistic Director** Phone (day): **(305) 529 - 6233** ext.

Email: arturo@groundupandrising.org Fax: **(786) 261 - 8820** Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: **Ground Up 2010 Summer Season**

(12) Starting and Ending Dates: **July 16 - Sept. 26, 2010** (13) Starting and Ending Times: **8 pm - 10 pm** each performance

(14) Address or Location of Project: **Little Stage Theater, 2100 Washington Avenue. Miami Beach, FL 33139**

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

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** **X General** (no specific emphasis)
 (check only one) **Black, Not Hispanic** **Asian** **Other** (specify): _____

(18) Expected Participation (# of individuals): **1520**

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED): **300**

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18): **300**

of Children (Ages 6-12):

Total # - All Ages (Ages 0-18): 300

(18b) Total Participation: **1520**
 (All Adults PLUS All Children)

Audience/Attending: **1,500** Performing/Instructing **20**

(19) Primary Population: **Children** **At-Risk Youth/Adults** **Persons with Disabilities**
 (check only one) **Senior Citizens** **Minorities** **X 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: Ground Up & Rising 2010 Summer Season in Miami Beach. We will present productions of "Yellowman (Pulitzer Prize Finalist) by Dael Orlandersmith and Martin McDonagh "The Pillowman" (Tony Award Winner - Best Play). Our 2010 summer season has multiple unique qualities that will attract tourists who are seeking a quality and engaging cultural experience. They are listed as follow:

- **"Ground Up and Rising — Miami's youngest, scrappiest, and, potentially, most thought-provoking theatre company"** - Miami Herald. Our award-winning company has received universal critical acclaim and has been **"..building a reputation for doing memorable productions of gritty dramas with talented young actors."** - Christine Dolen, Miami Herald. We are the only theater company providing a full season of contemporary and socially relevant work in the Miami Beach market.
- Our performances will be held at Little Stage Theater located at 2100 Washington Avenue, Miami Beach, FL 33139. The Little Stage Theater is located comfortably close to tourist hotels and provides them high quality and powerful entertainment that is just blocks from the sand and water. Our relationships with local concierges will strengthen the appeal to stay close to the hotel while being thoroughly entertained.
- Three of our universally lauded and acclaimed cast members for this year performances will be flying in from Los Angeles and we are putting them up in a West Kendall house that is being provided to us through an "in-kind" contribution.
- Our General Admission for our shows is \$25 and we also have discounted option for beach residents, veterans, students, seniors, and film & theatre union members.
- We are receiving a 5,000 media sponsorship package as an in-kind contribution from WLRN/NPR that consists of free radio advertisements that will help us in getting the word out .
- ***The Pillowman*** is a 2003 play by Irish playwright Martin McDonagh. A black comedy, it tells the tale of Katurian, a fiction writer living in a police state who is interrogated about the gruesome content of his short stories and their similarities to a number of bizarre child murders occurring in his town. Yellowman(Orlandersmith) examines interracial racism and its effect on friends and eventual lovers Alma and Eugene, chronicling their relationship from childhood to adulthood in spare, uncommonly beautiful language with a South Carolinian/Gullah inflection.

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 EX- PENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	=	*IN-KIND CON- TRIBUTIONS
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE: NUMBER OF EM- PLOYEES:	1	\$10,000		5,000		5,000		
ARTISTIC: NUMBER OF ARTISTS:	18	\$10,000				10,000		
TECHNICAL: NUMBER OF EM- PLOYEES:	2	\$2,500				2,500		
OUTSIDE ARTISTIC FEES: NUMBER OF ARTISTS:								
OUTSIDE OTHER FEES: NUMBER OF EMPLOYEES:								
MARKETING/PUBLICITY		\$15,000		7,500		7,500		\$7,425
PRINTING		\$1,000				1,000		
POSTAGE								
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL								
EQUIPMENT PURCHASE								
SPACE RENTAL		\$7,500		2500		5,000		
INSURANCE		\$500				\$500		
UTILITIES								
SUPPLIES/MATERIALS		\$3,000				\$3,000		
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)

49,500 = 15,000 + 34,500

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

Note: In-kind Contributions must not ex-
ceed 25% of the Total Cash Expenses

\$7,425

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

49,500

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

7,425

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

\$56,925

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

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

Agenda Item No.: A-6

ORGANIZATION: Infinito Art & Cultural Foundation, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: 14th Brazilian Film Festival of Miami

RECOMMENDATION: \$9,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: August 13 - August 21, 2010

EVENT LOCATION: Colony Theater, 1040 Lincoln Road, Miami Beach, 33139

DESCRIPTION:

Funds are requested to support the 14th Annual Brazilian Film Festival of Miami, which is scheduled from August 13 - 21, 2010. The festival is part of Infinito's Circuit Calendar and is a market meeting point for business and communication platform for audiovisual professionals from Brazil and the United States. The event also publicizes Miami-Dade County as a sophisticated destination with excellent cultural and artistic tourist attractions.

HOTEL CONFIRMATION:

Catalina Hotel - 200 room nights
Hilton Surfcomber Hotel - 400 room nights

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 10,000 OUT OF COUNTY: 2,000
OUT OF STATE: 1,500 FOREIGN: 1,500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 400

room nights anticipated: 200 Actual room nights used last year: 460

OUTSIDE MEDIA:

TV: Comcast; Globo International TV
Radio: MPB FM; WDNA FM
Print: Miami/El Nuevo Herald; New Times; Sun Sentinel; Around Town Magazine; Brazilian paper; Achei USA Newspaper

PREVIOUS TDC FUNDING:

\$10,000 (08-09); {End of cycle -\$10,000 (07-08)}; \$10,000 (06-07); \$15,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

OTHER GOVERNMENT FUNDING:

FEST - \$38,089
VCA - \$26,000
EMBRATUR/ Brazil Min. Tourism - \$100,000
MINC/ FNC Brazil - \$40,000

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

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

FY 2009-2010 TOURIST DEVELOPMENT
COUNCIL GRANTS PROGRAM

TDC/10-_____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation)
Infinito Art & Cultural Foundation

111646852

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1234 Washington Ave. Suite 204

City: Miami Beach State: FL Zip: 33139 Website: www.brazilianfilmfestival.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2000

(7) FEI#: 65 - 1032606

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 03/18/10 Time: 3pm

(10) Name: Viviane B. Spinelli

Mr. Mrs. Ms. Miss Dr.

Title: Director and Founder

Phone (day): (305) 600 - 3347 ext.

Email: viviane@inffinito.com

Fax: (305) 479 - 2890

Phone (other): (305) 538 - 6313 ext.

PROJECT INFORMATION

(11) Project Title: 14th Brazilian Film Festival of Miami

(12) Starting and Ending Dates: 08/13 to 08/21/2010 (13) Starting and Ending Times: 7pm to 12am

(14) Address or Location of Project: Colony Theatre - 1040 Lincoln Road - 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: # 5

Florida State Senate District: # 35

Florida State House District: # 106

U.S. Congress District: # 1

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

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

(18) Expected Participation (# of individuals):

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

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18): 60

of Children (Ages 6-12):

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

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

Audience/Attending: 15,360

Performing/Instructing 300

(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 Brazilian Film Festival of Miami is an event that has been organized by Inffinito Art & Cultural Foundation for 14 years. Inspired on the rebirth of Brazilian Cinema during the late 1990s, the festival has grown steadily to become a benchmark, considered the most important film festival worldwide that is dedicated solely to the exhibition of Brazilian films abroad. The selection committee is comprised of renowned producers and directors within the Brazilian film industry: Bianca de Felippes – Distributor, José Wilker–Actor, Marisa Leão–Producer, Sandra Rabelo–President of Labocine Digital, and Wilson Cunha-Director. The Brazilian Film Festival of Miami holds two competitions for short and feature films, 14 films are screened in each category and in order to be screened in competition the film must be a Florida premiere. Including each program, almost 40 films are screened during the 9-day festival, which takes place from August 13-21, 2010. Each film is represented by its director and at least one actor, invited as special guests to promote their film and participate in the festival's events. Each year an important figure in Brazilian Cinema is invited as the Festival's Honoree and during the week we screen his/her most relevant works. Based on our history, we anticipate more than 15,360 spectators this year. Today the Brazilian Film Festival of Miami is the main gateway for Brazilian film productions abroad, especially in the US, and attracts spectators and industry professionals from all over the globe who visit Miami for this specific event. BRAFF Miami is heavily publicized through advertising as well as editorial media coverage in the US, Brazil and Latin America. We have booked over 250 nights yearly at our local hotel headquarters and partner Gansevoort South Beach (see attached letter and contract). Annually the festival also holds the Marketplace, a business event with a series of panels and seminars uniting professionals from international film industries, bringing to Miami an array of well-known cinema industry executives including exhibitors, distributors, studio executives, Brazilian actors, directors and producers. This event is crucial to one of the festival's main objectives: to provide a strong platform for the commercialization, distribution and exhibition of Brazilian Films within the US. Since it's foundation in 2000 the Marketplace has brought in over 800 Brazilian, American and Mexican professionals as well. For the Closing Night the festival always unites two of the most popular aspects of Brazilian Culture: music and cinema. In past years it has proven to be a very effective formula to attract crowds to South Florida. The TDC grant will allow us to promote the Festival not only locally but also regionally, domestically and internationally, therefore enhancing the number of out-of-town patrons traveling to Miami to attend the festival and enjoy the city in all of its aspects. Our program for the 2010 Edition of the Brazilian Film Festival is:

- 1. Opening Night** – August 13th, 8:00pm at Colony Theater - Film screening of "In Therapy" - the winner of previous festival's *Best Film Public Choice* will be exhibited to the public - **Free admission.**
- 2. Film Screenings** - August 14th to 20th at the Colony Theater, screenings at 7:00pm and 9:00pm – The BRAFF will be screening 2 movies at each session, 1 short and 1 feature a total of 28 movies. Ticket price will be \$10 for general admission and free admission for members and industries (200 tickets).
- 3. Marketplace** – August 16th to 17th at the Gansevoort Hotel – 2:30pm to 4:30pm – Audio-visual panels and seminars to promote business during the festival. **Free admission.**
- 4. Closing Night** – August 21st at Lincoln Theater – This will be the closing award ceremony followed by a concert of the new Brazilian sensation – the singer MARIA GADU. Ticket prices will be \$30 and \$40.

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>19</u>	138,800		3,000		135,800	
ARTISTIC:	NUMBER OF ARTISTS: <u>06</u>	28,000		0		28,000	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>16</u>	59,500		5,000		54,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>24</u>	26,000		0		26,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>08</u>	74,000		0		74,000	
MARKETING/PUBLICITY		59,150		5,000		54,150	80,000
PRINTING		38,825		4,000		34,825	
POSTAGE		6,000		1,000		5,000	
IN-COUNTY TRAVEL		0		0		0	7,000
OUT OF COUNTY TRAVEL		55,500				55,500	30,000
EQUIPMENT RENTAL		30,200		3,000		27,200	
EQUIPMENT PURCHASE		0				0	
SPACE RENTAL		42,100		4,000		38,100	
INSURANCE		3,500		0		3,500	
UTILITIES		18,000		0		18,000	
SUPPLIES/MATERIALS		7,000		0		7,000	
OTHER COSTS (ITEMIZE BELOW):							
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____
_____		_____		_____		_____	_____

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

25,000

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

586,575

= **25,000** + **561,575**

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

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

117,000

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

\$703,575

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			
TUITIONS			
CORPORATE SUPPORT	267,486		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL <u>VCA and FEST</u>	64,089		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>Apex/Cinema do Brasil - Brazil</u>	100,000		
<u>Ministry of Culture - Brazil</u>	40,000	64,500	COMCAST CABLE
<u>Petrobras - Brazil</u>	60,000	15,500	RADIO AND GLOBO TV
_____		7,000	FASTWAY
_____		30,000	AMERICAN AIRLINES

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

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

586,575

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

117,000

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

\$703,575

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

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

Agenda Item No.: A-7

ORGANIZATION: Jamaica Awareness, Inc.

GRANT REQUEST: \$9,000

TITLE OF EVENT: Caribbean Celebration Series 2010

RECOMMENDATION: \$9,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

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

EVENT LOCATION: Various

DESCRIPTION:

Funds are requested to support fees affiliated with the Miami Dade County productions of Jamaica Awareness International presenting series. "Caribbean Celebration 2010. "Celebration 2010 is a series of multidisciplinary International and local cultural events celebrating the survival of and integration of African culture in diverse, Caribbean art forms.

HOTEL CONFIRMATION:

170 room nights

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 12,550 OUT OF COUNTY: 5,030

OUT OF STATE: 3,515 FOREIGN: 2,605

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 250

room nights anticipated: 300 Actual room nights used last year: 550

OUTSIDE MEDIA:

WHQT; WLRN; WVCG; WAVS; WEDR; Channels 4, 10 and 23

PREVIOUS TDC FUNDING:

\$10,000 (08-09); {\$6,000 (06-07) End of Cycle}; \$7,000 (05-06); \$8,000 (03-04); \$9,000 (02-03); \$10,000 (01-02) New Cycle

OTHER GOVERNMENT FUNDING:

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

Program Administrator: Nikenia 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

ORIGINAL

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

826208043

Jamaica Awareness, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1210 NW 200th Street

City: Miami Gardens State: FL Zip: 33169 Website: www.jamaware.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1985

(7) FEI#: 59 - 2832961

(8) State of Incorporation: FL

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

(10) Name: Sydney S. Roberts

Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

Phone (day): (305) 519 - 8043 ext.

Email: festival69@Att.net

Fax: (305) 405 - 2713

Phone (other): (305) 405 - 2712 ext.

PROJECT INFORMATION

(11) Project Title: Caribbean Celebration Series 2010

(12) Starting and Ending Dates: 07/1/10 - 09/30/10

(13) Starting and Ending Times: varies

(14) Address or Location of Project: various

(15) Municipality in which project will take place (use codes): Primary: # 07 Secondary: # 33

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: # 01

Florida State Senate District: # 33

Florida State House District: # 103

U.S. Congress District: # 17

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

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

(18) Expected Participation (# of individuals):

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

of Infants/Preschool (Ages 0-5): 50 # of Youth (Ages 13-18): 2,250

of Children (Ages 6-12): 200 Total # - All Ages (Ages 0-18): 2,500

(18b) Total Participation:

(All Adults PLUS All Children)

Audience/Attending: 15,000

Performing/Instructing 60

(19) Primary Population:

(check only one)

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

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

Celebration 2009-10 Series will feature events and performances, bringing artists, historians, educators and patrons from throughout the Caribbean including Jamaica, Haiti, Trinidad and Tobago, Guyana, Surinam, Boston and Miami in a variety of roles. Participants will include: artists collaborating to create new work reflective of the contemporary Caribbean immigrant; historians and preservers of traditions and rituals retained in Caribbean culture in the United States; and, as Caribbean people whose art forms and creative direction have been influenced by African, American and European culture. Celebration Series 2009-2010 events include the following:

a) **"Street Art of the Caribbean" – July 1 – August 1, '10.** These exhibits reflect the visual arts found on street corners in the islands and accompany the other events of the season's Caribbean presentations as theater lobby exhibitions. This Exhibit will also be hosted at Holy Family Community Center in Miami Gardens.

b) **Culturama 2010: Mello-Go-Round, August 1 -7th, '10,** This annual tradition will feature a main performance at North Miami Beach Performing Arts Center; workshops at Miami-Dade North and Holy Family Community Center. This folk show of dance, Mento music, dub poetry and other heritage-based art is our main heritage festival, celebrating Jamaica's independence and emancipation. In addition to Miami-Dade, this show will travel to Broward County, Tampa, and Orlando. Featuring 50 festival winners from the Caribbean for a week-long residency in Miami-Dade County, the event is complemented by folkloric recognition of Caribbean culture in workshops with historians, educational workshops for schools and an exhibit. Workshop locations include the Holy Family Church and Community Center, North Miami Beach Performing Arts Center and Miami Gardens Police Department. This event is held in collaboration with Jamaica's Ministry of Culture.

c) **African Retentions and Inventions – FIU- lecture series –September 22nd, '10-** in its 8th year, will continue its look at the life of the Honorable Michael Manley and his contribution to the political and theory of development for the Caribbean. This year, distinguished scholars, academicians and writers will memorialize the teachings of the late Honorable Rex Nettleford of Oxford University, Vice Chancellor of the University of the West Indies. The lecture series takes place at Florida International-Bay Vista Campus.

d) **Jamaican Playwrights Series:** Basil Dawkin's Thought-Provoking Play: "For Better or For Worse, " (Nominated for 6 Actor Boy Awards)- July 3-4th; Patrick Brown's Hilarious New Play: "Easy Street;" - July 7th-8th. Both plays will take place at North Miami Beach Performing Arts Center

TDC funding will assist with the comprehensive marketing strategy that includes US and Caribbean radio and television interviews, ad placements, and mailings and the numerous costs associated with the presentation of international artists, such as artists and visa fees. Each of the events scheduled and outlined above generally fills between 80 – 100% capacity of the venues in which they take place, of which about 25-30% represent primarily Caribbean tourists, thanks to our ability and initiative to focus on non-South Florida Caribbean markets. Jamaica Awareness has long standing relationships with several corporate, airline, hotel and lodging sponsors including Holiday Inn and Air Jamaica.

It is important to note that the above events represent only a portion of Jamaica Awareness' 09-10 events

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>2</u>	42,712				42,712	
ARTISTIC:	NUMBER OF ARTISTS: <u>1</u>	3,090				3,090	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>1</u>	16,995				16,995	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>200</u>	105,000		4,000		101,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>2</u>	13,837		2,500		11,337	
MARKETING/PUBLICITY		30,187		2,500		27,687	
PRINTING		12,450				12,450	
POSTAGE		3,090				3,090	
IN-COUNTY TRAVEL		8,000				8,000	
OUT OF COUNTY TRAVEL		37,250				37,250	12,000
EQUIPMENT RENTAL		10,300				10,300	
EQUIPMENT PURCHASE		1,000				1,000	
SPACE RENTAL		65,000				65,000	
INSURANCE		10,250				10,250	
UTILITIES		2,625				2,625	
SUPPLIES/MATERIALS		1,545				1,545	
OTHER COSTS (ITEMIZE BELOW):							
	HOTEL/LODGING	21,000				21,000	10,500
	TICKETING	1,545				1,545	
	SOUND, LIGHTS, SETS	15,450				15,450	
	T-SHIRTS, POSTERS	2,575				2,575	
	FEES/PERMITS	10,000				10,000	

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)				9,000		
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	413,901	=	9,000	+	404,901	
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)			Note: In-kind Contributions must not exceed 25% of the Total Cash Expenses.			22,500
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 436,401		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	165,901		
CONTRACTED SERVICES	17,250		
TUITIONS	15,000		
CORPORATE SUPPORT	40,000	22,500	AIR JA, HOLIDAY INN, GUINNESS
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	27,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE <u>lottery</u>	24,750		
LOCAL <u>Miami-Dade, Miami Gardens, NMB</u>	75,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>Vendor booth rentals</u>	20,000		
<u>Sponsor ads</u>	12,000		
<u>Cds/merchandise</u>	8,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	9,000		

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

413,901

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

22,500

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

\$ 436,401

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

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

Agenda Item No.: A-8

ORGANIZATION: Jewish Museum of Florida, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Marketing & Public Relations for Summer Exhibit
Schedule

RECOMMENDATION: \$6,300

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

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

EVENT LOCATION: 301 Washington Avenue, Miami Beach, FL

DESCRIPTION:

Funds are requested to support marketing and public relations to target a wide audience from all over the state, country and world for our summer exhibit schedule, including our core exhibit MOSAIC: Jewish Life in Florida, Florida Jews in the Military, (with 300 examples from Seminole Wars to the present) Lox, Rice & Beans: Portraits of Cuban Jews in South Florida. (examples of diversity within one cultural landscape) and Lawyers Without Rights (in conjunction with the German Consulate, about German Jewish lawyers denied the rights to practice). Our "performances" take place 6 days/week, from 10:00 a.m. - 5:00 p.m. and after hours for a widespread variety of public programs and community events.

HOTEL CONFIRMATION:

Catalina Hotel

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 4,250 OUT OF COUNTY: 4,750

OUT OF STATE: 3,000 FOREIGN: 3,000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 4 Actual room nights used last year: 2

OUTSIDE MEDIA:

WPBT/Channel 2

PREVIOUS TDC FUNDING:

\$7,000 (08-09); \$7,000 (07-08) End of Cycle; \$5,000 (06-07); \$5,600 (05-06); \$6,300 (04-05); \$7,000 (03-04);
(\$3,000 (02-03) - End of Cycle); \$7,000 (01-02); \$8,000 (00-01); \$15,000 (99-00); \$5,000 (98-99)

OTHER GOVERNMENT FUNDING:

MCI - \$150,000

Targum Shlishi Foundation - \$10,000 (Pending)

Funding Arts Network - \$25,000 (Pending)

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

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

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

TDC/10-__

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation): **Jewish Museum of Florida, Inc.**

839526407

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: **301 Washington Avenue**

City: **Miami Beach** State: **FL** Zip: **33139** Website: **www.jewishmuseum.com**

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: **1989**

(7) FEI#: **65 - 0198264** (8) State of Incorporation: **FL**

(9) Required Pre-application Consultation: Date: **3/23/10** Time: **10:00 a.m.**

(10) Name: **Marcia Jo Zerivitz** Mr. Mrs. Ms. Miss Dr.

Title: **Founding Executive Director** Phone (day): **(786) 972 - 3180 ext.**

Email: **mzerivitz@jewishmuseum.com** Fax: **(305) 672 - 5933** Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: **Marketing & Public Relations for Summer Exhibit Schedule**

(12) Starting and Ending Dates: **7/1/10-9/30/10** (13) Starting and Ending Times: **N/A**

(14) Address or Location of Project: **301 Washington Avenue, Miami Beach, FL 33139**

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

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

(16) Miami-Dade Commission District: # **5** Florida State Senate District: # **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): **15,022**

(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): **400**

of Children (Ages 6-12): **600** Total # - All Ages (Ages 0-18): **1,000**

(18b) Total Participation: Audience/Attending: **15,000** Performing/Instructing: **22**
(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

TDC funds will assist our marketing efforts to help us attract our anticipated audience of more than 15,000 for the Museum's Summer Exhibit Schedule of the following four exhibits.

Admission is: Adults/\$6; Seniors/\$5; Families/\$12; Group Admission: \$5/adult, \$2.50/child. Members and children under 6/ Always Free; Saturdays/Free and Miami Beach residents Free Wednesdays and Fridays.

Core Exhibit - MOSAIC: Jewish Life in Florida 1763 to the Present - ongoing

More than 500 photos and artifacts that depict the Jewish experience in Florida since 1763 reflecting a thematic presentation of immigration, community development, discrimination, earning a living, acculturation and identity. Personal artifacts, films, photos, timeline and contemporary art, attract our universal audience by telling the universal story of immigration as the example of the acculturation process of every family.

FLORIDA JEWS IN THE MILITARY - 2/23/10 – 1/2/11

In tribute to all veterans, 300 Floridian Jews in this exhibit are representative of the tens of thousands who served in the military. The military offered a direct route to acculturation, especially for new immigrants. Floridian Jews have served far beyond their % of the population and fought for every conflict from the Seminole Wars (Ft. Myers was named for Col. Abraham C. Myers) through the Civil & Spanish-American Wars, World Wars, Korean, Viet Nam, Gulf and battles of the 21st Century! This is our most ambitious production: 4 years in the making - 500 photos, 300 artifacts, 50,000 words, uniforms, weapons, maps, 150 medals, POWs, KIAs, Pearl Harbor survivor, 4 generation military family, 5 generals. This exhibit was scheduled to close September 2010, but due to its popularity we have extended it until January 2011. It has already generated extensive publicity – weekend cover story in The Miami Herald, AOL.com feature story and we are in contact with The New York Times for an upcoming article.

LOX WITH BLACK BEANS & RICE: Portraits of Cuban Jews in Florida - 4/27 - 9/26/10

This photo-documentary by Randi Sidman Moore on the contemporary Cuban Jewish community in South FL includes 30 large-scale photographs and narratives. The images of people performing daily tasks, professions and rituals provide an intimate view of this vibrant community that began more than four decades. Photography exhibits always have widespread appeal, and we receive an influx of Latin American visitors in summer.

LAWYERS WITHOUT RIGHTS: The Fate of Jewish Lawyers in Germany After 1933 – 6/28/ - 7/25/10

Created by the German Federal Bar, this internationally acclaimed exhibit features detailed, poignant accounts of the lives and fates of Jewish lawyers throughout Germany who suffered at the hands of the Nazi regime. It is a stark reminder of what can happen when the rule of law and the rights and freedoms of all citizens are undermined by political interference. Our Museum will be the premier venue for this exhibit in the southeast. *This exhibit is sponsored by the Consulate General of the Federal Republic of Germany, Miami.*

Public programs will be offered on the exhibit themes including: Cuban Jewish history, kosher Cuban cooking, military families, and contemporary Jewish life in Germany, plus ongoing scavenger hunts and word search games for children and summer camp groups. Outreach includes PR and advertising to local, statewide, national and international media, print ads, PSAs, feature stories, listings in cultural guides, calendars and internet links. We will also target Latin & German audiences, as well as local "staycation" visitors for our core and Military exhibits, which feature stories from throughout Florida. WPBT is our media sponsor and our hotel sponsor is the Catalina Hotel, where we anticipate using 4 room nights.

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.

SEE OTHER TDC FORM FOR #S		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	=	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>5</u>		<u>10,986</u>		<u>10,986</u>		
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>		<u>6,959</u>		<u>6,959</u>		
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>7,161</u>		<u>7,161</u>		
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:							
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY				<u>83,768</u>		<u>15,000</u>		<u>68,768</u>
PRINTING								
POSTAGE								
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL								
EQUIPMENT PURCHASE								
SPACE RENTAL								
INSURANCE								
UTILITIES								
SUPPLIES/MATERIALS								
OTHER COSTS (ITEMIZE BELOW):								
A/V COMPONENTS				<u>300</u>		<u>300</u>		
EDUCATIONAL MATERIALS/PROGRAMS				<u>8,370</u>		<u>8,370</u>		
DOCENT TRAINING				<u>678</u>		<u>678</u>		
MDC MUSEUM SCHOOL EDUCATOR								<u>1,000</u>
HOTELS/LODGING-LOCAL HOTELS								<u>500</u>

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

15,000

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

118,222

15,000

103,222

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

1,500

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

119,722

* 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	8,500		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	7,500		
FOUNDATION SUPPORT	5,500		
PRIVATE/INDIVIDUAL SUPPORT	81,722		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
MDC Museum Educator		1,000	MDCTY MUSEUM EDUCATOR
Hotels/Lodging		500	CATALINA HOTEL
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

118,222

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

1,500

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

119,722

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

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

Agenda Item No.: A-9

ORGANIZATION: Miami Children's Museum

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami Children's Museum Dino Island Exhibit

RECOMMENDATION: \$18,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: June 5, 2010 - January 2, 2011

EVENT LOCATION: Miami Children's Museum

DESCRIPTION:

Funds are requested to support Dino Island, a unique educational exhibit created by Miami Children's Museum (MCM) in partnership with Kokoro Dinosaurs, which will show at MCM from June 5, 2010 to January 2, 2011.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 111,712 OUT OF COUNTY: 27,928

OUT OF STATE: 20,946 FOREIGN: 13,964

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:

TV: WPBT Channel 2

Radio: 105FM

Print: Miami Herald, South Florida Parenting, Miami Family Magazine, Miami New Times

PREVIOUS TDC FUNDING:

\$20,000 (08-09); \$15,000 (02-03)

OTHER GOVERNMENT FUNDING:

MCI - \$281,951

**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): **042688403**
 Miami Children's Museum FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 980 MacArthur Causeway
 City: Miami State: FL Zip: 33132 Website: www.miamichildrensmuseum.org

- (4) Applicant Institution Type: Cultural Non-Cultural
- (5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1983
- (7) FE#: 59 - 2396999 (8) State of Incorporation: Florida
- (9) Required Pre-application Consultation: Date: 1/7/2010 Time: 3:00-5:00 PM
- (10) Name: Deborah Spiegelman Mr. Mrs. Ms. Miss Dr.
 Title: CEO/Executive Director Phone (day): (305) 373 - 5437 ext. 118
 Email: debbie@miamichildrensmuseum.org Fax: (305) 373 - 5431 Phone (other): () - ext.

PROJECT INFORMATION

- (11) Project Title: Miami Children's Museum *Dino Island* Exhibit
- (12) Starting and Ending Dates: 6/5/2010-1/2/2011 (13) Starting and Ending Times: 10:00 am – 6:00 pm
- (14) Address or Location of Project: Miami Children's Museum
- (15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: # 1
- | | | | |
|----------------------|----------------------|-------------------------|----------------------|
| 01 Miami | 10 Homestead | 19 Golden Beach | 28 Aventura |
| 02 Miami Beach | 11 Miami Shores | 20 Pinecrest | 29 Islandia |
| 03 Coral Gables | 12 Bal Harbour | 21 Indian Creek Village | 30 Sunny Isles Beach |
| 04 Hialeah | 13 Bay Harbor Island | 22 Medley | 31 Miami Lakes |
| 05 Miami Springs | 14 Surfside | 23 North Bay Village | 32 Palmetto Bay |
| 06 North Miami | 15 West Miami | 24 Key Biscayne | 33 Miami Gardens |
| 07 North Miami Beach | 16 Florida City | 25 Sweetwater | 34 Doral |
| 08 Opa-Locka | 17 Biscayne Park | 26 Virginia Gardens | 35 Cutler Bay |
| 09 South Miami | 18 El Portal | 27 Hialeah Gardens | 99 Unincorporated |
- (16) Miami-Dade Commission District: # 5 Florida State Senate District: # 35
 Florida State House District: # 109 U.S. Congress District: # 18
 (Please call the Miami-Dade County Elections Board at (305) 375-4600 for assistance with district information.)

- (17) Primary Audience: White, Not Hispanic Hispanic Caribbean General (no specific emphasis)
 (check only one) Black, Not Hispanic Asian Other (specify): _____
- (18) Expected Participation (# of individuals): 175,000
- (18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED):
 # of Infants/Preschool (Ages 0-5): 59,040 # of Youth (Ages 13-18): 17,224
 # of Children (Ages 6-12): 48,661 **Total # - All Ages (Ages 0-18):** 124,925
- (18b) Total Participation: Audience/Attending: 174,550 Performing/Instructing: 450
 (All Adults PLUS All Children)
- (19) Primary Population: Children At-Risk Youth/Adults Persons with Disabilities
 (check only one) Senior Citizens Minorities General (no specific emphasis)

PROJECT 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? Miami Children's Museum's *Dino Island* is a unique exhibit that will transform the What's New? Gallery into a prehistoric adventure for the entire family. Visitors will enter our time machine and journey back 230 million years when dinosaurs roamed the earth, exploring 2,500 square feet of custom sets for nine lifelike, robotic creatures including a Tyrannosaurus Rex, Apatosaurus, Triceratops mother and baby, Maiasaura family, and a suspended Pteradon. Walking, feeding, roaring, and caring for their young, Kokoro dinosaurs act and interact with captivating realism. Sets—designed and built by MCM staff—include a periodically erupting volcano with sound, lights and smoke; swamp with bubbling water; cave with "fireside" reading nook area, and more. In addition to fulfilling the fascination children have as they shudder with excitement at the majesty of these creatures, families will experience dinosaur habitats, unearth mysteries at a fun fossil dig station, and create unique pieces of art at rub stations. The exhibit will both entertain and educate, as children will learn about scale and the difference between meat and plant eating dinosaurs, experience the magnitude of dinosaurs' size with a life size footprint, and discover the evolution of dinosaurs into birds, their closest living descendents. How will it attract tourists to Miami-Dade County? We anticipate that the debut of *Dino Island* featuring the renowned Kokoro brand of robotic dinosaurs will draw significant attention from the tourism and attractions industry. It will be an experience like no other as the dinosaurs have not toured South Florida for many years. MCM is partnering with the Greater Miami Convention and Visitors Bureau and the Greater Miami Chamber of Commerce to help attract tourists. MCM continues to engage hotels through our partnership with the South Florida Concierge Association. Children and adults are fascinated by the history of prehistoric times before the existence of humankind and the world we know today. Children can immerse themselves in a world that is both real and fantasy, an ideal "zone" for the imaginative and constructive play involved in healthy development. When will it take place? In time for summer vacations! June 5, 2010 to January 2, 2011. We anticipate attendance to be approximately 175,000. How many event(s) are planned? There are a minimum of 15 events planned for MCM's *Dino Island* including an official grand opening and closing on June 5th and January 2nd, respectively; daily drop-in programs such as "Meet the Scientist" and dinosaur bone activities; and holiday programming tying the dinosaur theme into holidays such as Father's Day, July 4th, Halloween, Thanksgiving, our annual celebration of "Tropical Holidays," special weekend programs and vacation events. Where will the event(s) take place? Miami Children's Museum. The exhibit is free with admission to MCM (\$15 admission; \$12 Florida Resident; children under 1 year free). Who are the principal competitors, artists, etc., involved in the project? The dinosaur figures are contracted from Kokoro. MCM's Director of Exhibits oversees the design and fabrication of sets, installation and coordination of *Dino Island*. With over 25 years of experience, he and the MCM exhibits staff work closely with the Associate Directors of Education and Museum Experiences, staff artists, Artist-in-Residence, and other staff to coordinate all aspects of the project including the educational and aesthetic components. What are your marketing efforts? Rack cards and postcards will be displayed at area hotels and partner locations; we will advertise on our website (20,000 visitors per month, 86,000 page views), monthly e-newsletter and exhibit promotional e-blast (7,000 recipients); send out press releases, record radio spots, and place ads in area publications and include on our social media avenues; flyers will be distributed to MCM visitors and posted throughout the building and on the plasma TV screen in the Museum lobby leading up to the debut of the exhibit, encouraging guests to return. 101.5 LITE-FM has been contracted to be our radio media outlet. How will TDC funding enhance your project's tourism and attractiveness? Funding will allow us to create marketing/publicity that builds awareness for MCM and the *Dino Island* exhibit while promoting child-centered activities for the "perfect Florida family vacation" and the County's appeal as a tourist destination through outstanding, culturally and artistically rich exhibitions. MCM does not have an official agreement with one particular hotel; however, we work closely with several area hotels to encourage family destination weekends in South Florida.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>7</u>	<u>25,000</u>		<u>5,500</u>		<u>19,500</u>	
ARTISTIC:	NUMBER OF ARTISTS: <u>10</u>	<u>14,000</u>		<u>1,000</u>		<u>13,000</u>	
TECHNICAL:	NUMBER OF EMPLOYEES: <u>3</u>	<u>11,000</u>		<u>3,500</u>		<u>7,500</u>	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: _____						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>3</u>	<u>19,000</u>				<u>19,000</u>	
MARKETING/PUBLICITY		<u>45,000</u>		<u>15,000</u>		<u>30,000</u>	<u>15,000</u>
PRINTING							
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		<u>116,300</u>				<u>116,300</u>	
EQUIPMENT PURCHASE		<u>1,000</u>				<u>1,000</u>	
SPACE RENTAL							
INSURANCE							
UTILITIES		<u>2,425</u>				<u>2,425</u>	
SUPPLIES/MATERIALS		<u>12,000</u>				<u>12,000</u>	
OTHER COSTS (ITEMIZE BELOW):							
	IN-BOUND SHIPPING	<u>12,000</u>				<u>12,000</u>	

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)		25,000				
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	257,725	=	25,000	+	232,725	
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)						15,000
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 272,725				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	107,725		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	125,000	15,000	MIAMI HERALD, COMCAST, WFOR
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			

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

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	257,725		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		15,000	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 272,725		* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: A-10

ORGANIZATION: Miami Hispanic Ballet Corporation

GRANT REQUEST: \$25,000

TITLE OF EVENT: XV International Ballet Festival of Miami

RECOMMENDATION: \$6,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5th

STATUS: Non-Profit

DATE(S) OF EVENT: August 27, 2010 - September 12, 2010

EVENT LOCATION: The Fillmore Miami Beach, Colony Theater, Manuel Artime Theaters

DESCRIPTION:

Funds are requested to support the 14th Annual International Ballet Festival of Miami, held on August 28th through September 13, 2009. The festival is unique in Florida, with over 125 renowned dancers and choreographers from more than 25 ballet companies representing Europe, Asia, Latin America, the Caribbean and North America.

HOTEL CONFIRMATION:

DoubleTree Surfcomber; Deauville Beach Resort; The Seacoast Suites

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 4,642 OUT OF COUNTY: 2,018

OUT OF STATE: 1,025 FOREIGN: 965

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 290

room nights anticipated: 400 Actual room nights used last year: 350

OUTSIDE MEDIA:

TV: CBS 4; Univision 23; GENTV Channel 8

Radio: Radio Caracol

PREVIOUS TDC FUNDING:

\$7,000 (08-09); \$15,000 (07-08); \$15,000 (06-07); \$10,000 (05-06); (End of cycle - \$5,000 (04-05)); \$5,000 (03-04); \$5,040 (02-03); \$6,300 (01-02); \$7,000 (00-01)

OTHER GOVERNMENT FUNDING:

FEST - \$40,687

MBVCA - \$24,000

NEA - \$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):

023984805

Miami Hispanic Ballet Corp.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 900 SW 1st Street, Suite 306

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

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1993

(7) FEI#: 65 - 0441197

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 03/25 Time: 9:30AM

(10) Name: Pedro Pablo Pena

Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

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

Email: ppena@miamihispanicballet.org

Fax: (305) 549 - 7771

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

PROJECT INFORMATION

(11) Project Title: XV International Ballet Festival of Miami

(12) Starting and Ending Dates: Aug 27 – Sept 12, 2010 (13) Starting and Ending Times: 8:00 – 11:00PM

(14) Address or Location of Project: The Fillmore Miami Beach, Colony Theater, Manuel Artime Theater

(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: # 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): 8,500+

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

of Infants/Preschool (Ages 0-5): 30 # of Youth (Ages 13-18): 600
of Children (Ages 6-12): 250 Total # - All Ages (Ages 0-18): 880

(18b) Total Participation: Audience/Attending: 8,500+ Performing/Instructing: 150
(All Adults PLUS All Children)

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

PROJECT DETAILS

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

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

What - The XV International Ballet Festival of Miami (IBFM) will celebrate its 15th anniversary in 2010. To celebrate the anniversary, the IBFM will bring 15 prestigious ballet companies and their principal dancers from around the globe to dance 15 famous Classical Pas de Deux. In total, this festival is responsible for bringing to our community the works of over 120 talented artists from more than 20 international and national ballet companies. The festival features: (a) Ballet Performance Series (3 performances that include Classical, Neo Classical and Contemporary Dance); (b) International Young Ballet Medal Winners Performance (talented young artists that have received world dance medals); (c) Dance Film Series (8 film/documentary showings in a period of 7 days); (d) Workshops/Master Classes (classes of classical ballet, modern dance, jazz and hip hop during the week-days of the festival); (d) Art Exhibit Series (a thematic exhibition based on art inspired by dance during the Coral Gables' First Friday Gallery Night); and (e) two Lifetime Achievement Awards will be given - "A Life for the Dance" Award to honor an outstanding figure of the dance world; and a "Criticism and Culture of Ballet" Award to honor a prominent dance critic. **How** - The IBFM is recognized as one of the most acclaimed festivals in the world and provides Miami-Dade's community & visitors a sampling of the best in dance. This event has significant cultural & tourism aspects: (1) allows Miami-Dade County to host international & national renowned ballet dancers; (2) strives to bring the best new ideas and performances along with the top dancers; and (3) attracts local, national and international media attention. People and dancers are becoming aware of this event and recognizing the chance to experience an international & excellent cultural scene. **Marketing/Hotels** - To attract and increase its youth audience, the company will create a viral marketing campaign using youtube.com and social networking sites. Miami Hispanic Ballet will participate in the Miami-Dade Culture Shock & Golden Ticket Programs. This festival will mount advertising coverage in television, radio, newspapers and magazines to expand its audiences. The festival's media sponsors include: Univision 23, CBS4, America TeVe 41, Telefutura 69, MegaTV, and Genv Canal 8; Univision Radio local stations and Radio Caracol; the Miami Herald and Diario Las Americas. The company anticipates that 8,500+ people will attend the 2010 IBFM, and it is expected to attract an average of 1,900 tourists. Hotels are supporting this event. DoubleTree Surfcomber Hotel, Seacoast Hotel & Deauville Beach Resort have blocked rooms for 3 nights, a total of 290 room nights. **When/Where** - The 2010 IBFM will be held from Aug 27th through Sept 12th, 2010. The festival's activities will take place in various venues in Miami-Dade: (a) Tower Theater (film series); (b) Colony Theater (Spanish Night Performance); (c) The Fillmore Miami Beach at the Jackie Gleason Theater (Grand Gala and Closing Performances); (d) Manuel Artime Theater (Young Medalists Performance); (e) Miami Beach Cinematheque (film series), & (f) GDS Art Gallery (Art exhibition, Coral Gables). **Who** - The 15th edition of the festival will offer Miami-Dade County the privilege of hosting principal dancers from the world's most admired ballet companies. Some of the ballet companies include: American Ballet Theater (New York), Ballet Estable Teatro Colon (Argentina), Vienna State Opera House (Austria), Royal Ballet of England (England), Ballet de L'Opera National de Paris (France), San Francisco (USA) and Miami City Ballet (USA). The festival's artistic director will invite national and international young ballet artists that are medal winners of the Youth America Grand Prix to do a special performance. **TDC Funding** - The TDC funds will help the company to develop an aggressive marketing campaign attracting a broad audience & bringing higher number of tourists. The funds will support the company to pay outside artistic fees (invited national & international dancers). **Other organizations** - The 2010 IBFM will work in collaboration with Dance Film Association, Miami-Dade College and the Miami Beach Cinematheque. For the first time, the festival will work together with the Depart. of Cultural Affairs from Madrid, Spain, to present a unique Spanish Night Performance at the Colony Theater.

PROJECT EXPENSE BUDGET 2009-2010

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

			TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>15</u>	<u>48,000</u>		<u>0</u>		<u>48,000</u>	<u>3,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>5</u>	<u>14,000</u>		<u>0</u>		<u>14,000</u>	<u>0</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>	<u>8,000</u>		<u>0</u>		<u>8,000</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>117</u>	<u>78,000</u>		<u>10,000</u>		<u>68,000</u>	<u>0</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>10</u>	<u>20,000</u>		<u>0</u>		<u>20,000</u>	<u>0</u>
MARKETING/PUBLICITY			<u>72,000</u>		<u>15,000</u>		<u>57,000</u>	<u>51,000</u>
PRINTING			<u>14,000</u>		<u>0</u>		<u>14,000</u>	<u>0</u>
POSTAGE			<u>4,500</u>		<u>0</u>		<u>4,500</u>	<u>0</u>
IN-COUNTY TRAVEL			<u>35,000</u>		<u>0</u>		<u>35,000</u>	<u>24,000</u>
OUT OF COUNTY TRAVEL			<u>30,000</u>		<u>0</u>		<u>30,000</u>	<u>20,000</u>
EQUIPMENT RENTAL			<u>8,000</u>		<u>0</u>		<u>8,000</u>	<u>0</u>
EQUIPMENT PURCHASE			<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
SPACE RENTAL			<u>40,000</u>		<u>0</u>		<u>40,000</u>	<u>0</u>
INSURANCE			<u>2,500</u>		<u>0</u>		<u>2,500</u>	<u>0</u>
UTILITIES			<u>6,000</u>		<u>0</u>		<u>6,000</u>	<u>0</u>
SUPPLIES/MATERIALS			<u>4,000</u>		<u>0</u>		<u>4,000</u>	<u>0</u>
OTHER COSTS (ITEMIZE BELOW):								
	SET/COSTUMES		<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>0</u>
	DOCUMENTATION (VISAS)		<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>0</u>
	THEATER UNION FEES		<u>10,000</u>		<u>0</u>		<u>10,000</u>	<u>0</u>

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

25,000

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

404,000 = **25,000** + **379,000**

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

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

98,000

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

\$ 502,000 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	158,000	0	
CONTRACTED SERVICES	0	0	
TUITIONS	6,000	0	
CORPORATE SUPPORT	78,000	95,000	AMERICAN AIRLINES, UNIVISION, MIAMI HERALD, CBS4, MEGA TV, SEACOAST SUITES, DOUBLETREE HOTEL
FOUNDATION SUPPORT	15,000	0	
PRIVATE/INDIVIDUAL SUPPORT	12,000	3,000	VOLUNTEERS
GOVERNMENT GRANTS (Identify source)			
FEDERAL NEA	10,000	0	
STATE Florida Arts Council	10,000	0	
Miami Beach VCA/CAC,			
LOCAL FEST	75,000	0	
APPLICANT CASH ON HAND	15,000	0	
OTHER REVENUES (Itemize below)			
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

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

404,000

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

98,000

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

\$ 502,000

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

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

Agenda Item No.: A-11

ORGANIZATION: Museum of Science, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Energy Tracker

RECOMMENDATION: \$10,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4th

STATUS: Non-Profit

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

EVENT LOCATION: Miami Science Museum, 3280 South Miami Avenue, Miami, FL 33129

DESCRIPTION:

Funds are requested to support the marketing/promotion of a full summer of family-oriented programming including: Energy Tracker, an innovative science exhibition that uses interactive elements to energy and energy conservation. Other programs include Cabaret Mechanical Theatre, HeartSmart and N90/S90. The Museum expects over 50,000 visitors before the end of the fiscal 2009/2010 year.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 30,000 OUT OF COUNTY: 10,000

OUT OF STATE: 5,000 FOREIGN: 5,000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 10

room nights anticipated: 30 Actual room nights used last year: 20

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$12,000 (08-09); \$13,500 (06-07); \$15,000 (05-06) ; End of Cycle \$10,000 (03-04); \$8,750 (00-01); \$10,000 (99-00); \$11,250 (98-99); \$12,500 (97-98)

OTHER GOVERNMENT FUNDING:

City of Miami - \$500,000
Dept of Energy - \$100,000

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): Museum of Science, Inc. (dba Miami Science Museum) 733877037
 FOR MORE INFO CONTACT: WWW.DNB.COM
 Organization's Legal Address: 3280 South Miami Avenue

Miami FL 33129 www.miamisci.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1949

(7) FEI#: 59 - 0854960

(8) State of Incorporation: Florida

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

(10) Name: Sheldon Roy Mr. Mrs. Ms. Miss Dr.

Title: Vice President, Development Phone (day): (305) 646 - 4270 ext.

Email: sroy@miamisci.org Fax: (305) 646 - 4300 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: EnergyTracker

(12) Starting and Ending Dates: 7/1/10 - 9/30/10

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

(14) Address or Location of Project: Miami Science Museum, 3280 South Miami Ave., Miami FL 33129

(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: # 7 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): 50,000

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

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

of Children (Ages 6-12): 5,000 **Total # - All Ages (Ages 0-18):** 30,000

(18b) Total Participation: Audience/Attending: 50,000 Performing/Instructing: 6
 (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 Science Museum (MSM) is requesting funding for marketing and promotion of its full summer of family oriented programming featuring:

EnergyTracker, an interactive visitor experience providing opportunities to explore the harvesting and use of renewable energy resources, including sun, wind, water, and "kid" energy. The experience includes exciting outdoor full-body activities as well as more intimate tabletop-based exploration. As are all Miami Science Museum exhibitions, it will be a fully bilingual exhibition to serve both residents and tourists to our community.

Other experiences include: - **Heart Smart**, which gives you the tools you can use to evaluate your personal risk factors and take control of your own health, while simultaneously allowing museum visitors, large and small, to actively participate in an authentic science research study - **Cabaret Mechanical Theatre**, a collection of over 40 mechanical sculptures, called automata, which are intricately designed and full of humor; and - **N90/S90**, an eco-art presentation on climate and culture by well know local artist Xavier Cortada whose **Reclamation Project** exhibition is on permanent display in the MSM's Wildlife Center.

EnergyTracker opens in May, 2010 and is the newest addition to the series of innovative exhibits coming to the MSM in the next few years. The MSM will use **EnergyTracker** to attract and entertain South Florida audiences of all ages as well as prototype ideas for the new Science Center to be built in Museum Park.

Using a comprehensive marketing plan, the Museum expects to reach an attendance of over 50,000 visitors of which 45% will come from outside Miami-Dade County. Media exposure in English and Spanish, as well as advertising in tourist magazines and the distribution of rack cards in major tourist spots throughout the state will further entice tourists to visit the Museum. Past exhibits (i.e. *The Dinosaurs of China*) were the subject of a special insert in the Miami Herald as part of the Herald's Newspaper in Education program during its run and this program will continue with the **EnergyTracker** exhibition.

In July, 2010 the exhibits will be showcased with a special @MiaSci event at the Museum targeted at the travel industry, educators, VIPs, press and members of the Museum to further promote the exhibit to a broader myriad of audiences. Significantly, **EnergyTracker** will be featured at the Museum during the important summer vacation period. The Museum's membership in the (international) Association of Science-Technology Centers, includes a reciprocal agreement providing discounted and/or free admission to participants. Ticket prices will be \$14.95 for adults, \$10.95 for seniors (62+), \$10.95 for students and children (3-12), and children under 3 are free. There are special discounted rates for Miami- Dade County residents (\$12.70 adults /\$9.30 seniors /\$9.30 students and children)

EnergyTracker will be on display at the Museum's main facility, conveniently located at 3280 South Miami Avenue and easily accessible using the City's major arterial roads and public transportation (Metrobus and Metrorail). The project promotes the mission of the Tourist Development Council by adding to and enhancing the range of tourist-related venues and experiences available to visitors to Miami-Dade County. This in turn provides a more vibrant and diverse impression of the City. **EnergyTracker** also sets the stage for subsequent exhibits of similar visibility that will continually improve the City's status as a tourist destination.

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	=	TDC GRANT	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
			EXPENSES		DOLLARS			
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>5</u>	40,000				40,000	
ARTISTIC:	NUMBER OF ARTISTS:	<u>2</u>	6,500				6,500	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>5</u>	25,000				25,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:							
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY			26,000		15,000		11,000	
PRINTING								
POSTAGE								
IN-COUNTY TRAVEL								
OUT OF COUNTY TRAVEL								
EQUIPMENT RENTAL								
EQUIPMENT PURCHASE			650,000				650,000	
SPACE RENTAL								
INSURANCE			1,000				1,000	
UTILITIES								
SUPPLIES/MATERIALS			20,000				20,000	
OTHER COSTS (ITEMIZE BELOW):								
	MECHANICAL CABERET		22,500				22,500	
	(INCL SHIPPING AND INSTALLATION)							

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

15,000

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

791,000

=

15,000

+

776,000

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

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

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

\$791,000

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	176,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL Dept of Energy	100,000		
STATE			
LOCAL City of Miami	500,000		
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)

791,000

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

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

\$ 791,000

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

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

Agenda Item No.: A-12

ORGANIZATION: Patrons of Exceptional Artists, Inc.

GRANT REQUEST: \$6,000

TITLE OF EVENT: Miami International Piano Festival - 2010 Discovery Series

RECOMMENDATION: \$3,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: May 13 - 16, 2010

EVENT LOCATION: Lincoln Theater, Lincoln Road, Miami Beach

DESCRIPTION:

Funds are requested to support the Miami International Piano Festival's 13th Annual Discovery Series, taking place May 13-16 at the Lincoln Theater on Miami Beach. Five concerts will be presented by some of today's most promising artists who are carefully selected from around the globe - two of which will be making their U.S. or South Florida debuts. Scholars, authors, filmmakers and educators are invited to present free enlightening lectures and master classes as part of the Festival's programming.

HOTEL CONFIRMATION:

Crest Hotel Suites (42 room nights) - Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,350 OUT OF COUNTY: 500

OUT OF STATE: 50 FOREIGN: 100

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 25

room nights anticipated: 80 Actual room nights used last year: 80

OUTSIDE MEDIA:

Classical South Florida - 89.7

WLRN

WXEL - Pending

PREVIOUS TDC FUNDING:

\$3,000 (08-09); \$3,000 (07-08) End of cycle; \$3,000 (06-07); \$3,000 (05-06); \$3,000 (04-05); \$3,000 (03-04)

OTHER GOVERNMENT FUNDING:

FEST- \$41,517

City of Miami Beach CAC - \$18,527

Funding Arts Network - \$5,000

FL State CUA - \$5,186

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): Patrons of Exceptional Artists, Inc. 099800034
 FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 20191 E. Country Club Drive, Suite 709

City: Aventura State: FL Zip: 33309 Website: www.miamipianofest.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1997

(7) FE#: 65 - 0758284 (8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 3/18/10 Time: 3:00 p.m.

(10) Name: Barbara E. Muze Mr. Mrs. Ms. Miss Dr.

Title: Executive Director Phone (day): (305) 345 - 7032 ext.

Email: Babara@miamipianofest.com Fax: (305) 935 - 9087 Phone (other): (305) 935 - 5115 ext.

PROJECT INFORMATION

(11) Project Title: The Miami International Piano Festival – 2010 Discovery Series

(12) Starting and Ending Dates: May 13 – 16, 2010 (13) Starting and Ending Times: various

(14) Address or Location of Project: Lincoln Theatre, Lincoln Road, Miami Beach

(15) Municipality in which project will take place (use codes): Primary: # 02 Secondary: # 28

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

(16) Miami-Dade Commission District: # 06 Florida State Senate District: # 38

Florida State House District: # 106 U.S. Congress District: # 22

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

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

(18) Expected Participation (# of individuals):

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

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

of Children (Ages 6-12): 150 Total # - All Ages (Ages 0-18): 300

(18b) Total Participation: Audience/Attending: 2,000 Performing/Instructing: 12
 (All Adults PLUS All Children)

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

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

The Miami International Piano Festival's 2009 Discovery Series takes place May 13 – 16 at the Lincoln Theatre on Miami Beach. An estimated, 2,000 attendees attend **five unique concerts** that feature performances by musicians who are considered to be on the verge of becoming classical superstars. The artists are brought to the Festival from every corner of the world, many making their South Florida or U.S. debut, in order to perform for American audiences and to be introduced to other presenters, agents and orchestra directors (all of whom are invited to attend the Festival). Each live performance is also documented through professional audio and visual recordings. These recordings have resulted in the release of over a dozen CDs and DVDs on the VAI label, have made the Festival available to a world-wide audience and cemented the Festival's reputation as a world-class event. Tickets range from \$15 - \$40 with 50% discounts offered to students and special arrangements for senior groups.

Thursday, May 13 - Opening Night 8:15 p.m. **Blockbuster Tribute to Chopin & Schumann** (4) Pianists: Kemal Gekic (Croatia) Misha Dacic (Serbia), Ilya Itin (Russia) & Jorge Luis Prats (Cuba)
Friday, May 14 – 7:00 pm – FREE Lecture Series: Film – “The World’s Greatest Musical Prodigies”
8:15 p.m. Piano Recital **Ran Gia** (China) South Florida debut
Saturday, May 15 – Prodigies and Masters of Tomorrow 2:00 p.m. **Aristo Sham** (China) 13 year old
7:00 pm FREE Lecture Series: Frank Cooper
8:15 p.m. Piano Recital **Claudio Martinez Mehner** (Spain) US debut.
Sunday, May 16 7:00 p.m. FREE Lecture Series: Panel discussion
Grand Finale – Chamber Music Extravaganza 8:15 p.m. **Igor Gruppman** (Russia) with **Vesna Gruppman, Ilya Itin** and special guests.

The 2010 Discovery Series includes the popular “Prodigies and Masters of Tomorrow” (PMT) program. Very young musicians are identified whose talents far exceed their years. The prodigies are presented at a matinee concert in order to attract families with school-aged children. The PMT program recently caught the attention of Britain’s Channel 4 Television and played an important part in the documentary entitled “The World’s Greatest Prodigies” which was aired in England and enjoyed over a million European viewers. The U.S. portion of the documentary was filmed in Miami-Dade County and prominently features the Festival’s Artistic Director, Giselle Brodsky who was asked to identify many of the talented young musicians. The documentary was recently selected by American Public Television for distribution in the US. The Festival will show the first segment as part of the 2010 Free Lecture Series on May 14th.

TDC funding will assist the Festival with its marketing efforts which include purchased and in-kind advertising from the Miami Herald, WLRN, Classical South Florida and the NewTimes. TDC funding will enhance our tourism effectiveness by allowing the Festival to continue its successful programming. By presenting world-class artists with international reputations, the Festival has become very attractive to visitors and local audiences alike. The Festival works with sponsor hotel, The Cadet Hotel on Miami Beach to create travel packages that encourage Festival participants to stay “on location” and make the (4) day event a cultural destination.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	=	*IN-KIND CONTRIBUTIONS	
ORGANIZATION'S PERSONNEL									
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>31,500</u>		<u>0</u>		<u>31,500</u>	<u>5,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>1</u>		<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>5,000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>18,000</u>		<u>0</u>		<u>18,000</u>	<u>5,000</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>12</u>		<u>26,000</u>		<u>3,000</u>		<u>23,000</u>	<u>0</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:			<u>16,500</u>		<u>0</u>		<u>16,500</u>	<u>12,500</u>
MARKETING/PUBLICITY				<u>28,000</u>		<u>3,000</u>		<u>25,000</u>	<u>10,000</u>
PRINTING				<u>12,000</u>		<u>0</u>		<u>12,000</u>	<u>0</u>
POSTAGE				<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>0</u>
IN-COUNTY TRAVEL				<u>2,000</u>		<u>0</u>		<u>2,000</u>	<u>5,000</u>
OUT OF COUNTY TRAVEL				<u>12,000</u>				<u>12,000</u>	<u>0</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>23,500</u>		<u>0</u>		<u>23,500</u>	<u>0</u>
INSURANCE				<u>2,200</u>		<u>0</u>		<u>2,200</u>	<u>0</u>
UTILITIES				<u>3,000</u>		<u>0</u>		<u>3,000</u>	<u>0</u>
SUPPLIES/MATERIALS				<u>6,000</u>		<u>0</u>		<u>6,000</u>	<u>0</u>
OTHER COSTS (ITEMIZE BELOW):									
	CD/DVD PRODUCTION			<u>5,000</u>		<u>0</u>		<u>5,000</u>	<u>0</u>

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

6,000

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

199,700 = **6,000** + **193,700**

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

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

42,500

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

\$ 242,200 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	33,000	0	0
CONTRACTED SERVICES	0	0	0
TUITIONS	0	0	0
CORPORATE SUPPORT	11,000	27,500	MIAMI HERALD, WLRN, CSF, STEINWAY
FOUNDATION SUPPORT	8,500	0	0
PRIVATE/INDIVIDUAL SUPPORT	88,735	15,000	0
GOVERNMENT GRANTS (Identify source)			
FEDERAL N/A	0	0	0
STATE N/A	0	0	0
LOCAL Miami Beach, Festival	45,965	0	0
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
CD/DVD Sales	6,500		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	6,000		

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

199,700

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

42,500

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

\$ 242,200

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

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

Agenda Item No.: A-13

ORGANIZATION: Rhythm Foundation, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 8th TransAtlantic Festival

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

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

EVENT LOCATION: 7275 Collins Avenue, Miami Beach 33141

DESCRIPTION:

Funds are requested to support the 8th annual TransAtlantic Festival, a series of modern world music concerts and events in April at the North Beach Bandshell. TDC funds will help the further the Festival's growth into a signature annual event with a significant tourism component. The festival is a unique showcase of innovative and exciting young artists creating music from the beautiful collision between traditional sounds and modern influences.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,000 OUT OF COUNTY: 800

OUT OF STATE: 100 FOREIGN: 100

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 40

room nights anticipated: 60 Actual room nights used last year: 75

OUTSIDE MEDIA:

HBO Latino; MTV Brazil; Planeta Music Magazine; Folha of Sao Paulo; Beja Magazine; O liberal; O Globo; BET; The Box and Canada's Much Music Network

PREVIOUS TDC FUNDING:

\$5,000 (08-09); \$5,000 (02-03) End of cycle; {\$6,000 - (01-02) -- End of cycle}}

OTHER GOVERNMENT FUNDING:

Community Grants -- \$2,983 (98-99); \$3,200 (97-98); \$4,015 (96-97)
Cultural Advanc. -- \$18,522 (98-99); \$19,100 (97-98); \$18,000 (96-97)
Tourist Tax -- \$10,000 (98-99)
VCA -- \$12,500 (97-98)

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)
 The Rhythm Foundation, Inc.

787071323

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: PO Box 398567

City: Miami Beach State: FL Zip: 33239 Website: rhythmfoundation.com

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 65 - 0102768 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 1/14/10 Time: 10 am

(10) Name: Laura Quinlan Mr. Mrs. Ms. Miss Dr.

Title: Executive Director Phone (day): (305) 672 - 5202 ext.

Email: lq@rhythmfoundation.com Fax: () - Phone (other): () - ext

PROJECT INFORMATION

(11) Project Title: 8th TransAtlantic Festival

(12) Starting and Ending Dates: April 9 and 24, 2010 (13) Starting and Ending Times: 7pm - midnight

(14) Address or Location of Project: North Beach Bandshell, 7275 Collins Ave, Miami Beach 33141

(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: # Florida State Senate District: #

Florida State House District: # 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): 2000

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

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18):

of Children (Ages 6-12):

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

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

Audience/Attending:

Performing/Instructing

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

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

The TransAtlantic Festival is a series of Modern World Music concerts and events in April 2010 at the North Beach Bandshell in Miami Beach, and area clubs like Sandbar Lounge. This is the eighth edition of the annual festival showcasing modern world music. The series focuses on artists from the cultural capitals of the Atlantic region, making modern world music by fusion traditional rhythms with electronica and new sounds, from places like London, France, Spain, North – West –South Africa, Brazil, Argentina, the Caribbean, Miami and New York.

All events are open to the public. The concerts at the North Beach Bandshell are ticketed, with a \$20 advance price/\$25 at the door. The after concert events are free to the public.

- April 9: North Beach Bandshell: The US debut of new Brazilian mangué beat big band **Orquestra Contemporanea de Olinda**, with Colombian new breakout cumbia-dub band **Bomba Estereo**.
- April 9: North Beach Bandshell: US launch of Heineken Mezclasonic, a DJ series featuring three leading new Latin DJs: **Mexican Institute of Sound**, DJ **Nacoteque** from New York City, and DJ **Marquesina** from Puerto Rico.
- April 9: After concert party at Sandbar Lounge. Live show by reggae-electronica dub group Agape featuring Nadia Harris and DJ Erick Paredes.
- April 20, North Beach Bandshell: Florida debut of **Vieux Farka Toure** from Mali, and Miami-based Latin rockers and 3-time Grammy nominated group **Locos Por Juana**.
- April 20, After concert party at Sandbar Lounge. DJ set by **Moses** featuring new and classic Afrobeat.

The target audience is Miami-Dade's internationally-minded residents and visitors, with an anticipated attendance of 1,000+ per night. This audience is estimated at 50% Miami-Dade Residents, 40% tri-county area residents, and 10% tourists. The festival was originally created to open up the Rhythm Foundation's core audience of "world music" fans, to be able to make links to new and current citizens working in the new media, arts and international professions.

Media sponsors include Atlantic Broadband and Plum TV. The hotel partner for the festival is Best Western on the Bay in North Bay Village, FL.

TDC funds will help with marketing effort, both regionally and beyond. Marketing is being done to reach a regional and national audience, increased signage and logistics are planned to improve the Festival site and experience, and tourism infrastructure is being developed (hotel partners, tourism partners and an improved website and related materials). Because most of the artists featured are making their US or Florida debut concerts, and are playing their only regional concerts, we expect regional music lovers to travel to this event.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS	
ORGANIZATION'S PERSONNEL								
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>5,000</u>		<u>0</u>	<u>5,000</u>	<u>2,500</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>						
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>0</u>						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>40</u>		<u>30,700</u>		<u>6,000</u>	<u>24,700</u>	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:							
MARKETING/PUBLICITY				<u>17,000</u>		<u>8,000</u>	<u>9,000</u>	<u>5,000</u>
PRINTING				<u>2,000</u>		<u>1,000</u>	<u>1,000</u>	
POSTAGE				<u>1,000</u>		<u>0</u>	<u>1,000</u>	
IN-COUNTY TRAVEL				<u>7,000</u>		<u>0</u>	<u>7,000</u>	
OUT OF COUNTY TRAVEL								<u>10,000</u>
EQUIPMENT RENTAL				<u>11,000</u>		<u>0</u>	<u>11,000</u>	
EQUIPMENT PURCHASE				<u>0</u>		<u>0</u>	<u>0</u>	
SPACE RENTAL				<u>5,600</u>		<u>0</u>	<u>5,600</u>	
INSURANCE				<u>1,500</u>		<u>0</u>	<u>1,500</u>	
UTILITIES				<u>0</u>		<u>0</u>	<u>0</u>	
SUPPLIES/MATERIALS				<u>1,900</u>		<u>0</u>	<u>1,900</u>	
OTHER COSTS (ITEMIZE BELOW):								
	TICKETING / BOX OFFICE			<u>1,500</u>		<u>0</u>	<u>1,500</u>	
	DOCUMENTATION			<u>2,000</u>		<u>0</u>	<u>2,000</u>	

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)		15,000	
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	86,200	=	15,000 + 71,200
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)			17,500
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 103,700		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	<u>28,000</u>		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	<u>20,000</u>	<u>15,000</u>	<u>TAM AIRLINES, ATLANTIC BROADBAND, HOTEL</u>
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		<u>2,500</u>	<u>VOLUNTEERS</u>
GOVERNMENT GRANTS (Identify source)			
FEDERAL <u>NEA</u>	<u>10,000</u>		
STATE			
LOCAL <u>City Miami Beach CAC</u>	<u>11,800</u>		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
<u>Concessions</u>	<u>1,400</u>		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	<u>15,000</u>		

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

86,200

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

17,500

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

\$ 103,700

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

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

Agenda Item No.: A-14

ORGANIZATION: Teatro Avante, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: XXV International Hispanic Theatre Festival of Miami

RECOMMENDATION: \$15,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: Non-Profit

DATE(S) OF EVENT: July 1, 2010 - August 1, 2010

EVENT LOCATION: Adrienne Arsht Center, Prometeo Theatre and other M-D venues

DESCRIPTION:

Funds are requested to support the award winning XXV International Hispanic Theatre Festival Miami, the only one of its kind in the United States, presented throughout Miami-Dade County, mainly in three municipalities: Adrienne Arsht Center and Prometeo Theatre; North Shore Youth Center, Miami Beach and Key Biscayne Community Center, in Key Biscayne. The Festival includes a comprehensive educational component: post performance forums, conference and workshops, exhibits, book presentation, and the celebration of International Children's Day.

HOTEL CONFIRMATION:

Hotel Chateaubleau - Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 8,000 OUT OF COUNTY: 1,000

OUT OF STATE: 500 FOREIGN: 500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 300

room nights anticipated: 325 Actual room nights used last year: 150

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

\$10,000 (08-09); \$20,000 (07-08) End of Cycle; \$10,000 (06-07); \$10,000 (05-06); \$10,000 (04-05); \$10,000 (03-04); {End of cycle - \$6,000 (02-03)}

OTHER GOVERNMENT FUNDING:

ADV - \$85,000

DCA - State of Florida - \$25,000 (Pending)

Knight Foundation - \$75,000

NEA - \$50,000 (Pending)

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

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

FY 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10- _____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

(3) Organization Name (exactly as it appears on Articles of Incorporation):
 TEATRO AVANTE, Inc.

829424589

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 744 S.W. 8th St., 2nd Floor

City: Miami State: FL Zip: 33130 Website: www.teatroavante.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1979

(7) FEI#: 59 - 2255544

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 3/30 Time: 10:00 a.m.

(10) Name: Mario Ernesto Sánchez Mr. Mrs. Ms. Miss Dr.

Title: Producing Artistic Director Phone (day): (305) 445 - 8877 ext.

Email: TeAvante@aol.com Fax: (305) 445 - 1301 Phone (other): (305) 984 - 8877 ext.

PROJECT INFORMATION

(11) Project Title: XXV INTERNATIONAL HISPANIC THEATRE FESTIVAL OF MIAMI

(12) Starting and Ending Dates: 7/7-8/1/10 (13) Starting and Ending Times: 8:30 – 11:00 p.m.

(14) Address or Location of Project: Adrienne Arsht Center, Prometeo Theatre and other M-D venues

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

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

(16) Miami-Dade Commission District: # 05 Florida State Senate District: # 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): 10,000

(18a) Numbers of children to be served by project (Attending, Participating and/or Performing COMBINED): 1,000

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

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

(18b) Total Participation: Audience/Attending: _____ 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.

3) 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 XXV INTERNATIONAL HISPANIC THEATRE FESTIVAL (IHTF) OF MIAMI will be held July 7 – August 1, 2010, featuring productions of contemporary and classical works by renowned Hispanic playwrights from throughout the world. The IHTF will host 13 productions from 7 countries: Argentina, Brazil, Chile, Mexico, Spain, Uruguay, and the U.S. During the four-week long celebration, audiences in South Florida will experience acclaimed productions at the Adrienne Arsht Center, Miami Dade College – Wolfson and InterAmerican Campuses (Miami), North Shore Youth Center (Miami Beach), and Key Biscayne Community Center (Key Biscayne). These productions will be performed in English, Spanish, and some in Spanish with supertitles in English.

Our mission is “to preserve, promote and enhance the Hispanic cultural heritage in the U.S. through universal theatre.” As the IHTF's reputation has grown, interest in Latin America and Europe has increased. Artists, producers, journalists, critics and scholars seek invitations to Miami so that they can participate in this major cultural event. In return, European and Latin American Festivals seek after Avante's theatre company. This year, Avante has been invited to perform in Costa Rica, Brazil, Mexico, Puerto Rico and Spain. Invitations from abroad to Teatro Avante and its Producing Artistic Director has placed Avante in a unique position to market Miami-Dade County and the IHTF. Teatro Avante is in a leadership position with other festivals throughout the world in the creation of an international festival directors' forum, involving more than thirty festival directors. Artists of several nationalities meet in post-performance forums, educational activities, and “critics” sessions with the audience.

The Educational Component, co-presented by Miami Dade College, includes the popular International Children's (ICD) celebration, an admission-free event. This component also includes an international theatre conference, festival directors' forum, a book presentation, and exhibits.

As a program that presents Hispanic culture and theatre in South Florida, the Festival is unparalleled. Our presentations are even more accessible to all audiences as we invite productions in English, non-verbal, and dance-theatre companies as well. Since 1995, Avante has been presenting all of its productions with supertitles in English, an effort highly praised by the Miami-Dade Public Schools, declaring us the only bilingual program in Miami-Dade County.

Hotel Chateaubleau in Coral Gables, has already been confirmed, as in previous years, and we have already the support of The Miami Herald/El Nuevo Herald, Diario Las Americas, Univision23 (T.V.) and Univision Radio, major media entities in the area to publicize this one-of-a-kind event in Miami-Dade.

In addition, thousands of postcards, news releases, brochures, flyers, posters and programs are distributed throughout the U.S. and abroad.

Avante and the IHTF present a very positive image of this area as a major cultural center to the world. As evidence, the Festival has received four prestigious international awards: “Atahualpa del Cioppo”, “Federico García Lorca” and “Ollantay” in Spain, and “Kusillo” in Bolivia, “for its continuous work in producing and presenting Hispanic theatre at the annual IHTF, and therefore, contributing greatly to the development of Hispanic Theatre in America.”

Due to the economic crisis, ticket prices will remain under \$30, offering 25% discounts to seniors, students and physically/mentally handicapped, as in previous years.

ORGANIZATION'S PERSONNEL

ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>	58,240		58,240	
ARTISTIC:	NUMBER OF ARTISTS:	<u>12</u>	54,000		54,000	
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>2</u>	20,000	11,000	9,000	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:					
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>2</u>	10,000		10,000	
MARKETING/PUBLICITY			56,000		56,000	15,000
PRINTING			20,000	5,000	15,000	
POSTAGE			3,000		3,000	
IN-COUNTY TRAVEL			3,000		3,000	
OUT OF COUNTY TRAVEL			107,250		107,250	25,000
EQUIPMENT RENTAL						
EQUIPMENT PURCHASE						
SPACE RENTAL			60,000	9,000	51,000	10,000
INSURANCE			4,000		4,000	
UTILITIES			8,000		8,000	
SUPPLIES/MATERIALS			34,800		34,800	
OTHER COSTS (ITEMIZE BELOW):						
EDUCATIONAL COMPONENT			14,960		14,960	
PRODUCTION EXPENSES			21,750		21,750	
ROOM & BOARD			25,000		25,000	

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

25,000

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

500,000

=

25,000

+

475,000

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

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

50,000

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

\$ 550,000

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	60,000		
CONTRACTED SERVICES	20,000		
TUITIONS			
CORPORATE SUPPORT	75,000	50,000	AA/REPUBLICA/NUPRESS
FOUNDATION SUPPORT	100,000		
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL NEA	50,000		
STATE DCA	25,000		
County – ADV			
City of Miami Beach &			
LOCAL Village of Key Biscayne	130,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Funding Arts Network	10,000		
Miami Dade College	5,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	25,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	500,000	
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		50,000
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 550,000	* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: B-1

ORGANIZATION: 2B Non Profit Corporation

GRANT REQUEST: \$15,000

TITLE OF EVENT: The Local Art Circuit

RECOMMENDATION: \$4,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: July 1, 2010 - August 30, 2010

EVENT LOCATION: Wynwood Art District

DESCRIPTION:

Funds are requested to support 2B Non Profit Corporation's "Local Art Circuit" project, which is geared to attract tourism to the Wynwood Art District. The project features guided gallery walks during weekday afternoons where tourists will visit several galleries for intimate viewings of spaces and conversations with gallery directors and exhibiting artists for a behind the scenes peek into the Miami art scene. The overall mission is to establish these guided gallery walks as a traditional tourist attraction in Miami.

HOTEL CONFIRMATION:

None

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 30 OUT OF COUNTY: 100
OUT OF STATE: 200 FOREIGN: 150

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:

None

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) _____
2B Non Profit Corporation

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 51 NW 36th street

City: Miami State: FL Zip: 33127 Website: www.2b-art.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2005

(7) FEI#: 20 - 4479012

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 03/18/2010 Time: 3:00pm-5:00pm

(10) Name: Alfredo Guzman

Mr. Mrs. Ms. Miss Dr.

Title: Director

Phone (day): (305) 467 - 7472

Email: 2bnonprofit@gmail.com Fax: () -

Phone (other): (305) 573 - 9994 ext.

PROJECT INFORMATION

(11) Project Title:

(The Local Art Circuit)

(12) Starting and Ending Dates: July 2010-Aug 2010 (13) Starting and Ending Times: 1:00pm-5:00pm

(14) Address or Location of Project: Wynwood Art District

(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: # 05 Florida State Senate District: # 35

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

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

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

(18) Expected Participation (# of individuals): 510

(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): 100

of Children (Ages 6-12): 10 Total # - All Ages (18- +) 180

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

Audience/Attending: 480

Performing/Instructing: 30

(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

2B Non Profit Corporation's proposed Tourist Development Program is called *The Local Art Circuit*. *The Local Art Circuit* program consists of a series of tourist geared guided gallery walks throughout the Wynwood Art District. These guided gallery walks will take place on calm weekday afternoons, will result in intimate viewings of Miami gallery spaces and a chance at meeting and speaking to the exhibiting artist. Our mission is to attract tourism through making *The Local Art Circuit* diverse, interactive, enriching to all ages, and a staple of the tourist scene of Miami.

The Local Art Circuit will take place during the months of July and August. We plan on conducting the tours twice a week, from 1:00pm – 5:00pm. Our goal is to have a total of 16 Local Art Circuits throughout these two months.

The event will begin at each participant's hotel lobby. Our rented shuttle bus will begin pick-up at 1:00pm and will have an estimated arrival time at Dot Fiftyone Gallery of 1:30pm-1:45pm. From Dot-Fiftyone gallery, an estimated total of 30 tourists will begin the Local Art Circuit to around 15 galleries in 2 separate shuttles until 4:00pm. Once the Local Art Circuit has been completed, tourists will return to Dot-Fiftyone gallery for tea, coffee, snacks, and a friendly cultural exchange of the day's experience during which they will also complete a survey questionnaire for 2b Non Profit Corporation's personal evaluation of the project.

We plan on promoting the Local Art Circuit through social media outlets as well as television, radio, magazines, newspapers, our website (www.2b-art.com), and One to One Social Networking.

The principal artists that will be participating in the project will be determined ~~at~~ during the months of July and August seeing as we will only be contacting the artists that will be exhibiting at participating circuit galleries during that time.

TDC funding will help 2B pay for print advertisement, contact television networks with a financial support system that will earn further credibility, it will also help us host these gallery tours by enabling us to rent transportation options such as small buses to get from gallery to gallery away from the harsh Miami heat.

ORGANIZATION'S PERSONNEL

ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>4</u>	<u>5,200</u>	<u>5,000</u>	<u>200</u>	<u>1000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>16</u>	<u>1600</u>	<u>1,300</u>	<u>300</u>	<u>1000</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>				
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>1</u>	<u>4,100</u>		<u>4,100</u>	<u>10,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>2</u>	<u>1,200</u>	<u>1,200</u>		
MARKETING/PUBLICITY			<u>15,000</u>	<u>5,000</u>	<u>10,000</u>	
PRINTING			<u>8,000</u>		<u>7,000</u>	<u>1,000</u>
POSTAGE			<u>500</u>		<u>500</u>	
IN-COUNTY TRAVEL			<u>10,000</u>	<u>2,500</u>	<u>8,500</u>	
OUT OF COUNTY TRAVEL						
EQUIPMENT RENTAL						
EQUIPMENT PURCHASE						
SPACE RENTAL			<u>5,000</u>		<u>5,000</u>	
INSURANCE						
UTILITIES			<u>400</u>		<u>400</u>	
SUPPLIES/MATERIALS						
OTHER COSTS (ITEMIZE BELOW):						

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

\$15,000

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

\$51,000

= \$15,000 + \$36,000

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

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

\$13,000

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

\$64,000

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	<u>\$36,000</u>		<u>TOURISTS</u>

CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT		\$5,000	MARKETING DESIGN
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Curators/Gallery Directors		\$5,000	GALLERY PROFESSIONALS
Administrative		\$1,000	2B STAFF
Exhibiting Artist Talks		\$1,000	ARTISTS
Printing/ Photo Documentary		\$1,000	LESLIE GABALDON
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)		\$15,000	

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

\$36,000

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

\$13,000

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

\$49,000

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

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

Agenda Item No.: B-2

ORGANIZATION: Fundarte, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: First Annual Out in the Tropics Gay Performing Arts Festival

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: July 7- 11, 2010

EVENT LOCATION: Colony Theatre 1040 Lincoln Road, Miami Beach & other locations

DESCRIPTION:

Funds are requested to support the first annual Out in the Tropics Festival, taking place from July 7-11, 2010 at the Colony Theatre and other Miami-Dade venues. The Festival brings award-winning, nationally recognized contemporary, Gay, Lesbian, Bisexual and Transgender performing artists to Miami for five days of shows and community residency activities. The Festival is being developed into a signature event for South Florida that can have both a local and national profile, while exposing audiences to fresh and challenging live, creative performances.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 750 OUT OF COUNTY: 250

OUT OF STATE: 150 FOREIGN: 50

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 15 Actual room nights used last year: 0

OUTSIDE MEDIA:

Miami Herald

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Dade Community Foundation - \$6,000

City of Miami Beach - \$2,500

HCJ - \$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) Fundarte, Inc 00 400 5350

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 7601 Byron Avenue, Ste. 4C

City: Miami Beach State: FL Zip: 33141 Website: www.fundarte.us

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2003

(7) FEI#: 11 - 3711377

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 3/18/10 Time: 3 pm

(10) Name: Ever Chavez Mr. Mrs. Ms. Miss Dr.

Title: Executive Director Phone (day): (305) 316 - 6165 ext.

Email: ever@fundarte.us Fax: (305) 865 - 1214 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: First Annual "Out in the Tropics" Gay Performing Arts Festival

(12) Starting and Ending Dates: July 7 -11, 2010 (13) Starting and Ending Times: 7 pm/11:30 pm

(14) Address or Location of Project: Colony Theatre, 1040 Lincoln Road, Miami Beach & other locations

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

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

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

Florida State House District: # 106 U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 1,200

(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): 70

of Children (Ages 6-12): 0 Total # - All Ages (Ages 0-18): 70

(18b) Total Participation: Audience/Attending: 1,200 Performing/Instructing: 8
(All Adults PLUS All Children)

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

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

This first annual Out in the Tropics Festival brings exciting award-winning, contemporary gay and lesbian performing artists to Miami for 5 days of shows and community activities. It will be a signature event for South Florida with a local and national profile, especially for the gay vacationer, an important target for Miami-Dade tourism. There is a need for arts projects that can draw gay tourists who want more than just great beaches and late-night clubs, and to enhance the County's reputation as a sophisticated gay cultural tourism destination.

Out in the Tropics will take place from July 7-11, 2010, and include four evening shows by three performing artists from Thursday through Sunday at the Colony Theatre on Miami Beach. Related activities throughout the County include a kick-off public panel discussion and opening reception on Wednesday, July 7 at the Shore Club Hotel, performance workshops for teens and for professional artists during the days of the Festival and at least one other post-show party. The Festival will be marketed intensively through a combination of paid advertising, press coverage, electronic promotion, social networking, and street distribution of collateral materials. The Miami Herald and Ambiente are the media sponsors to-date, and the hotel sponsor is the Shore Club. Projected total attendance and participation is 1,200 people, with 30 confirmed hotel room nights currently and at least another 15 room nights expected to be booked by the general public in this first year.

The performing artists for this year's Festival are Sara Felder (www.sarafelder.com), who brings her one-woman theater piece "June Bride," which deals with lesbian marriage and Jewish culture; performer, actor, composer and director Taylor Mac (www.taylormac.net), who brings his solo-piece "The Be(a)st of Taylor Mac," which was a hit at New York's Under the Radar and the Edinburgh Fringe festivals; and Teatro El Público, with the U.S. premiere of "Las Amargas Lagrimas de Petra Von Kant (The Bitter Tears of Petra Von Kant)," a Spanish-language (with English supertitles) theatrical reinterpretation of the acclaimed film by famed German director Rainer Werner Fassbinder, with the three main female characters played by men. Robert Rosenberg, Founding Director of the Miami Gay & Lesbian Film Festival and former Associate Director of long-time Miami arts presenter Tigertail Productions, is the Artistic Director of Out in the Tropics. The producing organization is FUNDarte, an established Miami-based non-profit contemporary performing arts presenter with a seven-year history of successful and critically acclaimed shows that speak to Miami's diverse audiences. Ticket prices range from \$20 - \$35, with educational and social events free, and some tickets on Culture Shock.

TDC funding will go towards providing increased marketing, including paid advertising, as well as cover some of the artist fees, allowing Out in the Tropics to be run as a fully professional event that maximizes its visibility to visitors and potential visitors to the region. Partnering organizations are being explored to assist in marketing, community outreach and hosting of various events. These include GMVCB and Miami-Dade Gay and Lesbian Chamber of Commerce (see support letters), Miami Light Project, and Miami Gay Pride. The full range of previously developed cultural and gay organizations who the Festival's producers have partnered with previously will be employed. Out in the Tropics has already had a hugely successful preview show on November 7, 2009, "A Taste of Out in the Tropics," for which a few hundred people were turned away from the Colony for lack of space. Community awareness, mailing lists and Facebook networks were enhanced through this process. Fundraising, artist selection and planning for July 2010 has continued to-date. A full roll-out of announced schedule, ticket sales, and long-lead media will begin in May 2010 leading up to the July Festival.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>1</u>		<u>4,500</u>		<u>1,000</u>	<u>3,500</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u> </u>		<u> </u>		<u> </u>	<u> </u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u> </u>		<u> </u>		<u> </u>	<u> </u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>10</u>		<u>5,000</u>		<u>4,000</u>	<u>1,000</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>12</u>		<u>16,800</u>		<u>5,000</u>	<u>11,800</u>
MARKETING/PUBLICITY				<u>15,050</u>		<u>4,000</u>	<u>11,050</u>
PRINTING				<u>500</u>		<u>500</u>	<u> </u>
POSTAGE				<u>100</u>		<u>100</u>	<u> </u>
IN-COUNTY TRAVEL				<u>400</u>		<u>400</u>	<u> </u>
OUT OF COUNTY TRAVEL				<u>6,000</u>		<u>6,000</u>	<u> </u>
EQUIPMENT RENTAL				<u>2,000</u>		<u>2,000</u>	<u> </u>
EQUIPMENT PURCHASE				<u> </u>		<u> </u>	<u> </u>
SPACE RENTAL				<u>3,600</u>		<u>1,000</u>	<u>2,600</u>
INSURANCE				<u>1,200</u>		<u>1,200</u>	<u> </u>
UTILITIES				<u> </u>		<u> </u>	<u>100</u>
SUPPLIES/MATERIALS				<u> </u>		<u> </u>	<u>100</u>
OTHER COSTS (ITEMIZE BELOW):							
	ARTIST LODGING			<u>3,500</u>		<u>3,500</u>	<u> </u>
	TICKETING/FRONT OF HOUSE			<u>2,000</u>		<u>2,000</u>	<u> </u>
	GREEN ROOM HOSPITALITY			<u>800</u>		<u>800</u>	<u> </u>
	RESIDENCY COSTS			<u>1,000</u>		<u>1,000</u>	<u> </u>
	ARTIST PER DIEMS			<u>2,800</u>		<u>2,800</u>	<u> </u>

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

15,000

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

65,250 = **15,000** + **50,250**

(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)

\$ 77,450

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	24,000		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	3,350	8,000	TEATRO EL PUBLICO FEE N/C
FOUNDATION SUPPORT	9,000		
PRIVATE/INDIVIDUAL SUPPORT	2,000	4,200	TRANSLATOR & EVER CHAVEZ
GOVERNMENT GRANTS (Identify source)			
FEDERAL SAF/NEA	2,000		
STATE Portion/General Support	2,000		
LOCAL H, Cox & Miami Beach	7,500		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Program book sales	500		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

65,250

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

12,200

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

\$ 77,450

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

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

Agenda Item No.: B-3

ORGANIZATION: Haitian Heritage Museum Corp.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Dancing at The District

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: July 10, 2010 - June 11, 2011

EVENT LOCATION: 4141 NE 2nd Ave, Miami, FL 33137

DESCRIPTION:

Funds are requested to support the implementation of a diversified arts platform within the community entitled "Dancing at The District". Adapted from the Television show Dancing with the Stars, it will entail cultural themed dance instruction, performances and competitions that re-occur on the second Saturday of each month during Gallery Walk in the Design District.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 700 OUT OF COUNTY: 200

OUT OF STATE: 200 FOREIGN: 100

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 - WLRN

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Knight Foundation - \$24,000

HCJ - \$25,000 Pending

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

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

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

TDC/10-_____

QUARTER/CATEGORY

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

148393627

Haitian Heritage Museum

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 4141 NE 2nd Avenue Suite 105C

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

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2004

(7) FEI#: 41 - 2131422

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation:

Date:

Time:

(10) Name: Serge Rodriguez

Mr. Mrs. Ms. Miss Dr.

Title: Director Of Operations

Phone (day): (305) 371 - 5988 ext.

Email: hhmserge@comcast.net

Fax: () -

Phone (other): (305) 606 - 0149 ext.

PROJECT INFORMATION

(11) Project Title: "Dancin in the District"

(12) Starting and Ending Dates: 5/10/2010- 4/9/2011 (13) Starting and Ending Times: 8pm-10pm

(14) Address or Location of Project: 4141 NE 2nd Avenue Atrium Miami, FL 33137

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 06

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

(16) Miami-Dade Commission District: # 3

Florida State Senate District: # 33

Florida State House District: # 109

U.S. Congress District: # 17

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

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

(18) Expected Participation (# of individuals): 2500

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

of Infants/Preschool (Ages 0-5): 10 # of Youth (Ages 13-18): 100

of Children (Ages 6-12): 50 **Total # - All Ages (Ages 0-18):** 160

(18b) Total Participation: 2500 Audience/Attending: 2500/2516 Performing/Instructing 9/7
(All Adults PLUS All Children)

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

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

What is the project? In keeping in line with the Haitian Heritage Museum's mission to create a cultural mecca in Little Haiti, we are introducing a diversified arts platform through a project entitled "Dancin in the District". "Dancin in the District", is adapted from Dancing with the Stars but with a Caribbean and Latin American twist. The project will entail themed dance performances, competitions and dance instruction. Culturally charged themes such as Cha Cha Cha or Samba will engage the local community as well as visitors to the Miami Design District. Every 2nd Saturday of the month will feature a different dance theme which kicks off with dance performances by the professional dance team. The participating audience will then be engaged in the dance style through a dance instruction session. Following the dance instruction participants will have the opportunity to compete while partnering with a professional dance instructor. Judges will rate the competitors on a scale of 8-10 for the style, technique and the ability to follow the professional's lead. The high scorer will win the prize of the evening. How will it attract tourists to Miami Dade County? The Miami Design District is an internationally known destination. However, a challenge that the Miami Design District has faced is the issue of increasing community engagement, and visitor traffic to the District after 5:00pm when famous showrooms are closed for business. By initiating a diverse arts experience within the Miami Design District, this project will create more visibility for the Arts District and more appeal to visitors and locals with opportunities for cultural exchange through dance. Currently, South Florida boasts a dynamic and growing tapestry of world culture from Latin American, the Caribbean and around the world. To attract visiting tourists to the Miami Design District, a unique platform such as "Dancin in the District" will bring a new experience and interest in Miami's Arts District. With the Miami Design District, being situated in the heart of Little Haiti, and adjacent to Little Havana, "Dancin in the District" represents the crossroads where arts meet culture. As a Museum of culture and history, we recognize that visual arts together with the art of Dance and Music, can serve as a fingerprint that gives valuable insight to visitors, into any culture. When, Where will it take place/ How many events are planned? "Dancin in the District" will re-occur on the second Saturday of each month during Gallery Walk at the Haitian Heritage Museum atrium located at 4141 NE 2nd Avenue in the beautiful Miami Design District. The schedule for "Dancin in the District" 2010 season is as follows: **May 8, 2010** 8pm-10pm Kick off Haitian Compas Dance; **June 12, 2010** 8pm-10pm Caribbean Dance; **July 10, 2010** 8pm-10pm Country Dance, Line Dancing & the Waltz; **August 14, 2010** 8pm-10pm Samba Dance; **September 11, 2010** 8pm-10pm Merengue, Salsa, Tango, Cha Cha and Rumba dances; **October 9, 2010** pm-10pm Bollywood Dance; **November 13, 2010** 8pm-10pm Cumba Dance; and **December 11, 2010** 8pm-10pm Belly Dancing; **January 8, 2011** 8pm-10pm Haitian Folklore Dance; **February 12, 2011** 8pm-10pm Afro Caribbean Dance; **March 12, 2011** 8pm-10pm Tango Dance; and **April 9, 2011** Bachata Dance. There will be a total of twelve events throughout the program season.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES: <u>2</u>	5000		3000		2000	0
ARTISTIC:	NUMBER OF ARTISTS: _____	0		0		0	0
TECHNICAL:	NUMBER OF EMPLOYEES: _____	0		0		0	0
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>7</u>	18000		4500		13500	0
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>7</u>	5000		0		5000	2500
MARKETING/PUBLICITY		3000		1500		1500	2500
PRINTING		3500		2500		1000	0
POSTAGE		0		0		0	0
IN-COUNTY TRAVEL		0		0		0	0
OUT OF COUNTY TRAVEL		0		0		0	0
EQUIPMENT RENTAL		3500		3500		0	0
EQUIPMENT PURCHASE		9000				9000	0
SPACE RENTAL		0		0		0	0
INSURANCE		1000		0		1000	0
UTILITIES		0		0		0	0
SUPPLIES/MATERIALS		2500		0		2500	0
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)	50,500	=	15,000	+	35,500	
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)						5,000
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 55,500				Sum of #45 Cash & #46 In-kind	

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

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

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

PROJECT REVENUE BUDGET 2009-2010

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

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS	0		
CONTRACTED SERVICES	0		
TUITIONS	0		
CORPORATE SUPPORT	0		
FOUNDATION SUPPORT	24,000		
PRIVATE/INDIVIDUAL SUPPORT	0		
GOVERNMENT GRANTS (Identify source)			
FEDERAL	0		
STATE	0		
LOCAL <u>Hannibal Cox Jr</u>	11,500		
APPLICANT CASH ON HAND	0		
OTHER REVENUES (Itemize below)			
<u>In-kind Staff</u>	0	2,500	VOLUNTEERS
<u>In-kind Marketing</u>	0	2,500	WLRN
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	15,000		

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

50,500

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

5,000

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

\$ 55,500

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

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

Agenda Item No.: B-4

ORGANIZATION: Ife Ile, Inc.

GRANT REQUEST: \$5,000

TITLE OF EVENT: 12th Annual Afro Cuban Dance Festival

RECOMMENDATION: \$2,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: July 15 -18, 2010

EVENT LOCATION: FIU Maidique Campus

DESCRIPTION:

Funds are requested to support the 12th Annual IFE-ILE Afro Cuban Dance Festival scheduled to take place on July 15-18, 2010 in various venues including Florida International University, and the Tower Theatre. The festival will feature educational lectures, panel discussion, film screening, and dance and drumming workshops. The culminating event will be a dance Gala performance open to the public with guest artists, IFE-ILE dancers, and musicians.

HOTEL CONFIRMATION:

NA

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 500 OUT OF COUNTY: 200

OUT OF STATE: 150 FOREIGN: 50

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 3

room nights anticipated: 3 Actual room nights used last year: 60

OUTSIDE MEDIA:

Radio: WHQT HOT 105; 95.7 El Sol; WDNA FM
T.V.: WLRN

PREVIOUS TDC FUNDING:

(01-02) \$4,000

OTHER GOVERNMENT FUNDING:

FIU - \$2,500 (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): IFE-ILE, Inc.

058608436

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 4845 NW 7TH #404

City: Miami State: FL Zip: 33126 Website: www.ife-ile.org

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1996

(7) FEI#: 65 - 0757333

(8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 3/18/10 Time: 3:00PM

(10) Name: Neri Torres

Mr. Mrs. Ms. Miss Dr.

Title: Director

Phone (day): (305) 796 - 1125 ext.

Email: IFEILEDANCECOM-

Fax: () -

Phone (other): (305) 476 - 0832 ext.

PROJECT INFORMATION

(11) Project Title: 12th Annual Afro Cuban Dance Festival

(12) Starting and Ending Dates: 07/15-07/18

(13) Starting and Ending Times: 9AM-4:30PM

(14) Address or Location of Project: Main Venue FIU Maidique Campus 11200 SW 8 Street Miami, FL

(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: # 7

Florida State Senate District: # 39

Florida State House District: # 111

U.S. Congress District: # 18

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

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

(18) Expected Participation (# of individuals): 800

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

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

of Youth (Ages 13-18): 50

of Children (Ages 6-12): 20

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

(18b) Total Participation: 870
(All Adults PLUS All Children)

Audience/Attending: 870

Performing/Instructing 14

(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 IFE-ILE Dance Company in collaboration with Florida International University Modesto A. Maidique Campus will host the 12th Annual IFE-ILE Afro Cuban Dance Festival July 15th through July 17th 2010.

The proposed project involves:

- Eighteen dance and drumming workshops at FIU Maidique Campus, in Cuban social dances: Son, Mambo, Salsa etc., Afro Cuban, Afro-Modern, West African, and Haitian dances and drumming. July 16th to 18th (See attached artists' bios). Workshop \$12, Discounts available.
- An academic panel discussion at FIU Modesto A. Maidique Campus on Afro-Caribbean culture followed by opening party. July 15th (See attached panelists' bios). Free admission.
- A film screening at the Tower Theater followed by a performance reception. July 14th Ticket \$10
- A Dance Gala Performance at FIU's Herbert and Nicole Wertheim Performing Arts followed by closing party. July 17th General Admission \$15, Seniors/Students \$12.

This program has cultural and tourist aspects because it provides an exciting glimpse into Afro Cuban and other Latino and African Diaspora cultures, one of the major elements of Miami's cultural heritage tourism attraction. All the festival activities including workshops and performance successfully cater to visitors from Multi-ethnic backgrounds (i.e. Europe, Asia, and Latin America) who have embraced the traditions of our diverse community in terms of song and dance. Throughout the years, we have developed a loyal following of local, out of state, and international participants.

We will be marketing to Miami New Times, Miami Herald, El Nuevo Herald, WDNA, and Diario de las Americas. Additionally, we will use internet mailing lists from our collaborators, social networks, IFE-ILE website, and newspaper articles in New York, Toronto, San Francisco, West Palm, and Broward county. There will be TV interviews of IFE-ILE on channel 41 and 6. Our main media sponsor is WDNA 88.9. We anticipate about 300 spectators per event. As per the Miami Conventions and Visitors Bureau Calendar of Events and other available media sources, we are the only festival of this kind occurring in Miami Florida during the month of July.

Our hotel sponsor is FIU. They have provided the festival accommodations through the campus dorms for both participants and guest artists.

The TDC funding will enhance the project's tourism attractiveness because it will allow us to cover the costs of a well organized production that properly represents and promotes the heritage of Miami's large Cuban, (Caribbean in general) and Latin American population. Moreover, enabling our program will facilitate us to continue forming bonds with the tourists that visit our county in search of cultural traditions. Highlighting the best our diverse community has to offer, we will ensure an unforgettable experience for the visitors that will be willing to return to our city for more. We believe that given the present state of today's economy, the devastation in Haiti, and all other recent natural and social catastrophes worldwide, our programming will bring a much needed positive and uplifting spiritual energy to our city.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>1,000</u>		<u>0</u>	<u>1,000</u>
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>		<u>0</u>		<u>0</u>	<u>0</u>
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>3</u>		<u>1,200</u>		<u>650</u>	<u>0</u>
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>6</u>		<u>12,000</u>		<u>3,600</u>	<u>10,275</u>
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>2</u>		<u>1,600</u>		<u>250</u>	<u>1,350</u>
MARKETING/PUBLICITY				<u>4,500</u>		<u>1,000</u>	<u>3,100</u>
PRINTING				<u>1,900</u>		<u>150</u>	<u>1,650</u>
POSTAGE				<u>350</u>		<u>0</u>	<u>350</u>
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL				<u>750</u>			<u>750</u>
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL				<u>3,200</u>			<u>2,700</u>
INSURANCE				<u>550</u>			<u>225</u>
UTILITIES							
SUPPLIES/MATERIALS				<u>650</u>		<u>0</u>	<u>650</u>
OTHER COSTS (ITEMIZE BELOW):							
	WEB UPDATING 8HRS @\$35.00 EACH			<u>280</u>		<u>0</u>	<u>280</u>
	VIDEOGRAPHER			<u>150</u>		<u>0</u>	<u>150</u>

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

5,000

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

28,130

= **5,000** + **23,130**

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

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

4,350

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

\$ 32,480

Sum of #45 Cash & #46 in-kind

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

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

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

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	830		
TUITIONS	670		
CORPORATE SUPPORT			
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	1,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Products Sale: DVDS, T-Shirts, Skirts.	350		
VENDORS	650		
SPACE RENTAL		3,350	FIU
		1,000	VOLUNTEER, DANCERS REHEARSALS
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	5,000		

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

28,130

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

4,350

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

\$ 32,480

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

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

Agenda Item No.: B-5

ORGANIZATION: Miami Dade College, Kendall Campus, Department of Music

GRANT REQUEST: \$2,000

TITLE OF EVENT: Music for Tropical Park Miami International Agriculture and Cattle Show

RECOMMENDATION: \$2,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: March 20-21, 2010

EVENT LOCATION: Tropical Park Miami

DESCRIPTION:

Funds are requested to support the entertainment component of the Miami International Agriculture and Cattle Show which will be provided by Miami Dade College Kendall Campus School of Music. This entertainment will feature professional and student musicians to performing for the public audience in excess of 50,000. TDC funds will be used to cover the expenses of hiring musicians and any necessary equipment.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 49,600 OUT OF COUNTY:

OUT OF STATE: FOREIGN: 400

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:

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 Dade College, Kendall Campus, Department of Music

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 11011 SW 104 Street

Miami FI 33176 mdc.edu/kendall/mtd

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1960

(7) FEI#: 59 - 1210485

(8) State of Incorporation: FL

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

(10) Name: Roderster Brandon

X Mr. Mrs. Ms. Miss Dr.

Chairman, Music Theater and Dance Department

305- 237-2422

rbrandon@mdc.edu

305-237-2411

PROJECT INFORMATION

(11) Project Title: Music for Tropical Park Miami International Agriculture and Cattle Show

(12) Starting and Ending Dates: 3-20 & 21-2010

(13) Starting and Ending Times: Sat. 2pm, Sun 11am

(14) Address or Location of Project: Tropical Park, Miami

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

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

(16) Miami-Dade Commission District: # 8 Florida State Senate District: # 36

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

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

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

(18) Expected Participation (# of individuals): 50,000

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

of Infants/Preschool (Ages 0-5): 2000 # of Youth (Ages 13-18): 3000

of Children (Ages 6-12): 4000 Total # - All Ages (Ages 0-18): 9000

(18b) Total Participation: Audience/Attending: 50000 Performing/Instructing 85
(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 proposed project is entertainment for the third annual Miami International Agriculture and Cattle Show to be held for two consecutive days and evenings, March 20 and 21st, 2010 at the centrally located Tropical Park. The business oriented side of this event will promote Miami's role as an international gateway to domestic markets in the agricultural and livestock industries, both of which are big business to Miami and the State of Florida. This event received over 50,000 participants last year and anticipates an equal amount of attendees, vendors and competitors.

Fun being a large part of the schedule, admission free entertainment is part of this event and Miami Dade College-Kendall Campus, School of Music has been contacted to provide a variety of professional and student performers for this two day event. The TDC grant will allow Miami Dade College alumni students who now perform professionally through out South Florida, nationally and internationally along with world class faculty musicians, to provide a variety of Jazz and Salsa performers for this years Agriculture and cattle show.

The business sector in attendance will include USDA Agriculture Service, Port of Miami and the University of Florida's Institute of Food and Agricultural Sciences. Cattle judging, horse shows, dog obedience and a kid's fun zone will draw local residence and businesses from Miami to North Florida who participates in these events.

The cattle show has been promoting this event electronically via viral marketing, using radio sponsors, Miami Herald, Comcast television and Comcast, Creative Ideas Advertising Inc., For The Best Horse & People Magazine, Greater Miami Convention and Visitors Bureau, Kiss Country 99.9 FM, La Kalle 98.3 FM, Miami's Community Newspapers, Miami-Dade County, Miami International Airport, Miami Sunshine Studios, Radio Mambí WAQI 710 AM, Radio PAZ. Signal Outdoor Advertising, Univision Radio, WQBA 1140 AM as sponsors.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:						
ARTISTIC:	NUMBER OF ARTISTS:	18		2000		-	
TECHNICAL:	NUMBER OF EMPLOYEES:	5		500		500	500
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY				4000		4000	
PRINTING							
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL				3000		3000	
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8)						2000
(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8)	9500	=	2000	+	7500	
(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8)						500
(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8)	\$ 10000				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		500	SOUND VENDOR
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	7500		
OTHER REVENUES (Itemize below)			

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)		2000	

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

9500

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

500

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

\$ 10,000

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

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

Agenda Item No.: B-6

ORGANIZATION: Swimwear Association of Florida

GRANT REQUEST: \$25,000

TITLE OF EVENT: SwimShow 2010

RECOMMENDATION: \$7,500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: July 17 - 20, 2010

EVENT LOCATION: 1901 Convention Center Drive, Miami Beach

DESCRIPTION:

Funds are requested to support SwimShow 2010. The largest swimwear tradeshow in the world, this 4-day event taking place July 17-20, 2010, expects to generate 9,500 attendees, 350 exhibitors representing over 2,000 lines and 2,000 buyers from the United States and 50 other countries. The July show is currently the most comprehensive and sought after in the world. It is an essential show for the industry and provides buyers with the perfect venue, the Miami Beach Convention Center, to meet key suppliers and plan for the new season.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 300 OUT OF COUNTY: 1,000

OUT OF STATE: 6,025 FOREIGN: 750

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 4,667

room nights anticipated: 5,000 Actual room nights used last year: 2,550

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Miami Beach VCA - \$42,000

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): _____

Swimwear Association of Florida

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 8900 SW 117 Ave. Suite C-205

City: Miami State: FL Zip: 33186 Website: swimshow.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 1982

(7) FEI#: 65 - 065-5133

(8) State of Incorporation: Florida

(9) Required Pre-application Consultation: Date: 3/18/10 Time: 3 pm

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

Title: Executive Show Director Phone (day): (305) 596 - 7889 ext.

Email: judy@swimshow.com Fax: (305) 596 - 7713 Phone (other): (305) 903 - 7225 ext.

PROJECT INFORMATION

(11) Project Title: SwimShow 2011

(12) Starting and Ending Dates: July 17-20, 2010 (13) Starting and Ending Times: 9am-6pm

(14) Address or Location of Project: 1901 Convention Center Dr., Miami Beach, FL 33139

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

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

(16) Miami-Dade Commission District: # 10 Florida State Senate District: # 38

Florida State House District: # 114 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): 9500

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

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

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

(18b) Total Participation: Audience/Attending: _____ 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

Considered the largest and most comprehensive swimwear trade show in the world, the Swimwear Association of Florida's SwimShow 2011 taking place July 17 – 20, 2010 at the Miami Beach Convention Center in Miami Beach, Florida, will welcome both exhibitors and buyers from around the globe to participate in our business friendly environment with unlimited possibilities awaiting them in beautiful Miami Beach, Florida. Our organization works to secure hotel sponsored room rates and discounts at restaurants for over 9500 people (over 80% are tourists) coming in to Miami to conduct business at this trade show.

SwimShow has made Miami Beach the number one destination for the swimwear industry. Each year designers, buyers, manufacturers, fashion editors and other industry leaders come to Miami Beach, not only to participate in the dynamic, valuable business opportunities, but to enjoy the unlimited possibilities that Miami Beach has to offer including its restaurants, nightclubs, spas, shopping, entertainment, etc.

SwimShow includes two events open to the public – a spectacular Fashion Show and a Trend Presentation hosted by WGSN, the leading global service providing online research, trend analysis and news to the fashion, design and style industries.

Always on the cutting edge of industry insight and information, SwimShow 2011 has teamed with WGSN, the world's leading fashion and style forecaster, to provide comprehensive trend reports that will provide designers and buyers the vital advantage of an insider perspective. The seminar which is free and open to the public will take place on Saturday, July 17th from 11:15am to 12:15pm and will give attendees a clear insight which will assist in reducing risk, saving time and making money in an unpredictable industry. WGSN is the world leader in accurate trend forecasting, insightful trend analysis as well as design and fashion forecasting. This event is a crowd favorite and adds fantastic value to industry insiders and fashion designers alike.

The SwimShow Fashion Show, one of the largest and most comprehensive swimwear runway shows, is set to invigorate the industry with what promises to be their most successful show yet. 350 exhibitors representing over 2000 lines will gather in the Miami Beach Convention Center in the heart of South Beach and showcase one garment from their Cruise /Resort 2011 Collection at this highly anticipated runway presentation. Some of the exhibitors representing their new season lines include: **DVF, Tibi, Milly Cabana, Seafolly, Jets, Despi, Delfina, Salinas, Lenny, Shoshanna, Gottex, Zimmermann, Ank, Rosa Cha, Badgley Mischka, Jo De Mer, Letarte, Taj by Sabrina, and many more.** SwimShow will generate much enthusiasm for the upcoming season with the glamour of this highly anticipated Fashion Show. The SwimShow Fashion Show promises to be a dazzling highlight, featuring an amazing line-up of the industry's most exciting designers. This event will take place on Sunday, July 18th from 6pm – 8pm and it is free and open to the public.

Each year, SwimShow adds to the image of Miami Beach as a city that celebrates the resort lifestyle and sets the global trends for beach and swimwear fashion. Regional, national and international ads and non-paid editorial articles will boost the visibility of Miami Beach as the premier destination for fashion forward, trend setting swimwear and the accompanying resort lifestyle.

We do not have media or hotel sponsorship though we do promote both.

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>		\$140,000		\$140,000	
ARTISTIC:	NUMBER OF ARTISTS:	<u>0</u>					
TECHNICAL:	NUMBER OF EMPLOYEES:	<u>0</u>					
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	<u>0</u>					
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	<u>0</u>					
MARKETING/PUBLICITY				\$70,000		\$15,000	\$55,000
PRINTING				\$48,000		\$10,000	\$38,000
POSTAGE				\$9,000			\$9,000
IN-COUNTY TRAVEL				\$8,000			\$8,000
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL				\$120,000			\$120,000
INSURANCE				\$8,000			\$8,000
UTILITIES				\$49,000			\$49,000
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							
FASHION SHOW (SEE BREAKDOWN)				\$176,000			\$176,000
SEMINAR (SEE BREAKDOWN)				\$3,000			\$3,000

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

\$25,000

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

\$631,000

\$25,000

+ 606,000

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

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

\$54,400

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

\$ 685,400

Sum of #45 Cash & #46 In-kind

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

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

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

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

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

PROJECT REVENUE BUDGET 2009-2010

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

	CASH INCOME	IN-KIND VALUE	IN-KIND SOURCE
ADMISSIONS			
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT		\$54,400	TRADE-OUT ADS IN INDUSTRY AND CONSUMER PUBLICATIONS
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL	\$42,000		
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Vendor Participation	\$519,000		
Ad Sales	\$70,000		
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	\$25,000		

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	\$631,000		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		\$54,400	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 685,400		* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: B-7

ORGANIZATION: Visitor Industry Human Resource Development Council, INC. (VIC) **GRANT REQUEST:** \$15,000

TITLE OF EVENT: ECHO (Entrepreneurial Career Conference for Black Students in Hospitality)

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: July 21-24, 2010

EVENT LOCATION: 4400 Northwest 87 Avenue, Doral Golf Resort & Spa Miami, FL 33178

DESCRIPTION:

Funds are requested to support the 1st Entrepreneurial Career Conference for Black Student in Hospitality hereafter referred to as ECHO; a 4-day educational conference for African American and minority students to learn how to become successful professionals and first class entrepreneurs in the hospitality, travel, tourism and visitor industry.

HOTEL CONFIRMATION:

Doral Golf Resort & Spa (300 room nights)

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 25 OUT OF COUNTY: 25
OUT OF STATE: 100 FOREIGN: 20

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 3

room nights anticipated: 300 Actual room nights used last year: 0

OUTSIDE MEDIA:

Radio: WEDR 99.1 FM; Power 96; 96.5; 103.5 The Beat
Print: Essence Magazine; Black Enterprise, Ebony, Jet
TV: CBS 4, WSVN 7, NBC 6

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):

Visitor Industry Human Resource Development Council, INC. (VIC)

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 701 Brickell Avenue, Suite 2700

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

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 1991

(7) FEI#: 65 - 0329273 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 3-18-2010 Time: 3-5

(10) Name: Graylyn Swilley-Woods Mr. Mrs. Ms. Miss Dr.

Title: Executive Director

Phone (day): (305) 539 - 3126 ext.

Email: gswilley@GMCVB.com

Fax: (305) 530 - 4291

Email (other): swilleywoods@msn.com

PROJECT INFORMATION

(11) Project Title: **ECHO (Entrepreneurial Career Conference for Black Students in Hospitality)**

(12) Starting and Ending Dates: July 21-24, 2010 (13) Starting and Ending Times: 10:00 am -2:00 pm

(14) Address or Location of Project: 4400 Northwest 87th Avenue Doral Golf Resort & Spa Miami, FL 33178

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

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

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

Florida State House District: # 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): 100

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

of Infants/Preschool (Ages 0-5):

of Youth (Ages 13-18):

of Children (Ages 6-12):

Total # - All Ages (Ages 0-)

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

Audience/Attending:

Performing/Instructing

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

PROJECT DETAILS

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

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

USE THIS SPACE ONLY

What is the project: The project is the 1st Entrepreneurial Career Conference for Black Students in Hospitality hereafter referred to as **ECHO**. **Justification of the Cultural and/or tourism aspects:** The project **cultural and tourism aspects** are inherent in the program design and content which is to educate African American / minority students about the enormous career lattices and layers within hospitality and tourism i.e. cultural tourism, arts , entertainment, travel , parks & recreations, culinary arts and so on to attract them from across the US, Caribbean, Latin America, and African countries to travel to Miami to attend the conference. **How we attract tourists:** We will attract tourist, students and other participants through our networks and partnerships with Historical Black Colleges and University (HBCU's) Hospitality Associations, national hospitality programs, national Back hotels associations, and local and national travel and tourism sectors. **The event will take place** at the Doral Golf Resort & Spa. **The marketing efforts include** radio and TV messages; flyers, email blasts, newsletters, and website interaction. The hotel agreement is in **partnership with the National Association of Black Hotel Owners & Operators (NABHOOD)**. We have attached the hotel agreement with the Doral. We anticipate 100 rooms. All events are taking place at the Doral. Components of the project are open to the public such as the Exhibition and tickets are free. The numbers of free tickets are based 10% of the total amount of tickets sold.

ECHO will be held from July 21-24, 2010 and will attract more than 110 students and participants. **ECHO** will run alongside the 14th **NABHOOD** Annual Conference that attracts more than 500 attendees. This partnership allows our project to: (1) successfully produce its first new conference (2) share resources and expertise from **NABHOOD** and (3) receive monetary, in-kind and technical support. The overall aim is to provide a series of collateral workshops and sessions on the vast career opportunities within hospitality and tourism and demonstrate how to navigate through the multiple pathways within the industry. Students will learn how to cross market and promote their professional interests in hospitality; understand the interdisciplinary nature of the field, learn how various curriculums and industries intersect with hospitality, and how to use this information and knowledge to enhance their success as future business leaders and entrepreneurs in the visitors industry. In addition, **ECHO** will expose students to owners of hotels, restaurants and beverage establishments as well as provide them with the chance to learn how to acquire franchises and become domestic and international business and vendors' owners. Marketing and promotion will include local and national African American meeting and convention planners/ minority associations. The conference will run for 4 days with ongoing workshops, luncheons, dinners, and a Business Fair that focus on various areas of the Hospitality and Tourism trade. **Our partners** in the production of this project are the National Association of Black Hotel Owners, Operators & Developers (NABHOOD), the Greater Miami Convention and Visitor Bureau (GMCVB), Miami Dade College (MDC) Hospitality Program, the Academy of Hospitality Travel and Tourism (AOHT) , Florida International University ,(FIU) and Johnson and Wales University .

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>	9600				9600	2500
ARTISTIC:	NUMBER OF ARTISTS: _____						
TECHNICAL:	NUMBER OF EMPLOYEES: _____	1200		1200			
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: _____						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: _____						
MARKETING/PUBLICITY		4250		2000		2250	850
PRINTING		2125		1244		881	399
POSTAGE		325				325	75
IN-COUNTY TRAVEL		1500		1125		250	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		1500		1250		250	
EQUIPMENT PURCHASE							
SPACE RENTAL		1500		875		625	375
INSURANCE							
UTILITIES							
SUPPLIES/MATERIALS		7500				7500	1500
OTHER COSTS (ITEMIZE BELOW):							
	CONFERENCE SCHOLARSHIP	20600		10000		10600	5150

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

17,694

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

50,100

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

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

12,349

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

\$ 62,449

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	6600		
CONTRACTED SERVICES	10000	2,349	
TUITIONS	26500		
CORPORATE SUPPORT	5000	10,000	HOST HOTEL & INDUSTRY SPONSOR
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			
Miami Pins	2000		

(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	17,694		

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

50,100

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

12,349

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

\$ 62,449

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

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

Agenda Item No.: C-1

ORGANIZATION: Irreversible Magazine, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: Irreversible Magazine Cultural Events Series

RECOMMENDATION: \$5,000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2nd

STATUS: For Profit

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

EVENT LOCATION: 2000 Convention Center Drive, Miami Beach, Fl 33139

DESCRIPTION:

Funds are requested to support our 3rd annual IRREVERSIBLE Cultural Event Series. The event will take place at Cifo Cisneros Fontanals Art Foundation August 13th -15th of 2010 and will be accessible to tourist, and local visitors who will be encouraged to value Miami-Dade rich diversity, as a leader in the arts. Through TDC funding we will have a stronger foundation to support and enhance from inception to development our 3rd Cultural evening Series & opening reception, and this year cultural event takes tremendous pride to add youth activities and interactive daily arts projects.

HOTEL CONFIRMATION:

None

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,500 OUT OF COUNTY: 500

OUT OF STATE: 10 FOREIGN: 50

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 75 Actual room nights used last year: 50

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

(07-08) \$5,000

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)
Irreversible Magazine Inc

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 3101 NW 61 St

City: Miami State: FL Zip: 33142 Website:

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2007

(7) FEI#: 26-1539525

(8) State of Incorporation: FL

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

(10) Name: Norelkys Blazekovic

Mr. Mrs. Ms. Miss Dr.

Title: founder/Publisher

Phone (day): (786) 444-2790 ext.

Email: norelkysb@irreversiblemagazine.com

Fax: () -

Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Irreversible Magazine Cultural Event Series

(12) Starting and Ending Dates: Aug 13th-15th-2010 (13) Starting and Ending Times: 11am- 5pm

(14) Address or Location of Project: cifo 1018 North Miami Avenue, Miami tlf 305 455 3380

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

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

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

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

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

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

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

(18) Expected Participation (# of individuals):

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

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

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

(18b) Total Participation: Audience/Attending: 2,000 Performing/Instructing 100
(All Adults PLUS All Children) 2,850

(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

IRREVERSIBLE Magazine Cultural Events Series is an artistic platform committed to expose the Miami Dade County's appeal as a tourist & cultural destination.

Our cultural event series is an invitational art exhibition where 100 artist from all over the world meet once per year in Miami to develop, create and exchange our diverse cultural identities giving the community a wider perception about the world cultural heritages and traditions through visual and performing arts. Offering a highlighted, social gathering to engage with international, national and local artist at once.

The international nature of our invitational cultural event series base in Miami-Dade has an immediate tourist appeal to all our participants and their families who while been part of the cultural event series at the same time they have the opportunity to enjoy our beaches, shops, parks and our unique diverse community.

Following the success with a record attendance of 1000 people in a 3 days event back in 2009 IRREVERSIBLE Cultural Events Series will have the honor to be back at the prestigious CIFO Miami Downtown (Cisneros Fontanals Art foundation). The dates for the IRREVERSIBLE Magazine Cultural Events Series are August 13th - 15th of 2010 where reception and exhibitions are free and open to the public. The exhibition will run from August 13th - August 15th of 2010 and will be accessible to tourist, and local visitors who will be encouraged to value Miami-Dade rich diversity, as a leader in the arts

These are few confirmed artist & families attendance to merge their creative works in this 3 day celebration of The Arts:

Maki Hashizume	Japan
Alex W	Spain
Lorna Marsh	South Africa,
Luisa E. Betancourt	Venezuela,
Phillip Dodard	Haiti,
Aldo Bonato	Switzerland
Scot Ashley	Chicago,
Gary White	Miami.
Federico Chacpol	Mexico
Alejandro Mendoza	Cuba

Our marketing plan includes advertising in local media, radio and television stations. A 5,000 data base invitation is accomplished by email blast combining irrevsiblemagazine.com media tool to update with newsletters our international community. We also develop a high impact media buzz through social networks as facebook, twitter, mspace to target local, national & international markets and audiences.

IRREVERSIBLE Magazine Cultural Events Series counts with Hotel and media sponsors as follow: Hotel Radisson, **Media Sponsors:** Union Radio, Mega TV, Miami New Times, El Nuevo Herald. There have also been conversations with more surrounding Miami and Miami Beach hotels and restaurants who are interested in sponsoring, and advertising during the event.

TDC funding will enhance our cultural event series helping us to have a stronger foundation to support our efforts to attract tourist through a strong media campaign & advertising, making a video documentary, creating a catalog for the show and for all the pre-promotional measures including the opportunity to expand our youth activities to free workshops that will reach a wider international, national and local artist groups audience.

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>	6,000				6,000	6,000
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>1</u>	2,000		2,000			
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>25</u>	25,000				25,000	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:						
MARKETING/PUBLICITY							
PRINTING		15,000		10,000		5,000	
POSTAGE		1,000				1,000	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		3,000				3,000	
EQUIPMENT PURCHASE							
SPACE RENTAL		6,000		3,000		3,000	7,000
INSURANCE		3,500				3,500	
UTILITIES		2,500				2,500	
SUPPLIES/MATERIALS		5,000				5,000	
OTHER COSTS (ITEMIZE BELOW):							
	WEB						1,000
	VIDEO DOCUMENTARY						1,000
	SECURITY						2,000

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

\$15,000

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

\$69,000 = \$15,000 + \$54,000

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

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

\$17,000

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

\$86,000 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	14,000		
FOUNDATION SUPPORT	15,000		
PRIVATE/INDIVIDUAL SUPPORT	10,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL			
STATE			
LOCAL			
APPLICANT CASH ON HAND	15,000		
OTHER REVENUES (Itemize below)			
Administrative & outside fees		6,000	2 Employees
SPACE RENTAL		7,000	
WEBSITE		1,000	
VIDEO DOCUMENTARY		1,000	
SECURITY		2,000	
(48) GRANT AMOUNT REQUESTED (MUST EQUAL #44 ON PAGE 7)	\$15,000		

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

\$69,000

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

\$17,000

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

\$86,000

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

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

Agenda Item No.: D-1

ORGANIZATION: Spase Designz, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 2nd Annual Bookbag Giveaway

RECOMMENDATION: \$0

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: For Profit

DATE(S) OF EVENT: August 8, 2010

EVENT LOCATION: 3422 N.W. 187 Street, Miami Gardens, FL 33056 Miami Carol City H.S. Gym

DESCRIPTION:

The 2nd Annual Bookbag Giveaway & Basketball Game, the event is held Saturday July 31, 2010 at the Florida Memorial University gymnasium. The event has shown controlled growth and is a staple of the South Florida Community. Participants receive a free book bag with school supplies as part of the admission.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,500 OUT OF COUNTY: 300

OUT OF STATE: 50 FOREIGN: 10

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 400 Actual room nights used last year: 150

OUTSIDE MEDIA:

Pending

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Children's Trust - \$5,000

Boost Mobile - \$5,000

US Army - \$2,500

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

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

FY 2009-2010 TOURIST DEVELOPMENT
 COUNCIL GRANTS PROGRAM

TDC/10- _____

Does not fit TDC

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): Spase Cadets Foundation **879696206**
 FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: Po box 190885 Miami Beach Fl

City: Miami State: FL Zip: 33139 Website: www.Live305.COM

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2006

(7) FEI#: 56-2461153 (8) State of Incorporation: Fl

(9) Required Pre-application Consultation: Date: March 18 Time: 3:00pm *None had for this proj*

(10) Name: Jermell Jenkins Mr. Mrs. Ms. Miss Dr.

Title: CEO Phone (day): (786) 413- 8045 ext.

Email: nevgiveup3@aol.com Fax: () - Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: 2nd Annual Bookbag Giveaway and AllStar Basketball Game

(12) Starting and Ending Dates: Saturday July 31st, (13) Starting and Ending Times: 5:00pm - 7:00pm

(14) Address or Location of Project: 15800 Nw 42Ave. Miami Gardens, FL 33056/ (Florida Memorial Univ gym)

(15) Municipality in which project will take place (use codes): Primary: # 33 Secondary: # 38

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: # 34

Florida State House District: # 4 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 individual: 2,000)

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

of Infants/Preschool (Ages 0-5): 300 # of Youth (Ages 13-18): 1,000

of Children (Ages 6-12): 500 **Total # - All Ages (Ages 0-18):** 1,800

(18b) Total Participation: 2,000 Audience/Attending: 2,100 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 "2nd Annual Bookbag Giveaway & Basketball Game" is an interactive back to school event that brings the spirit of giving, with the excitement of an All Star basketball game. The "2nd Annual" has been known to bring together prominent business men, Clergyman, Political leaders and Professional Athletes to share in the fun of preparing kids for the start of the school year. As part of admission (which rarely goes over \$10) or \$5 - \$7 in advance, each participant is given a book bag with school supplies, our past sponsors with book bags have been Wal-Mart and The Children's Trust to name a few. We then have an exciting high flying basketball game, while during the game we raffle off goodies to the crowd, at halftime we have Live entertainment and honor our sponsors and partners. We then have "BERNIE" the Heat mascot hand out more sponsor "goodies" and participate with the audience with his usual antics which the crowd loves. At the end of the game we try to end it with a quality motivational speaker for the kids... The event is scheduled for Saturday July 31st, 2010

Our marketing efforts include but not limited to; a strong three week radio campaign on WEDR 99Jamz (Our radio partner), a 4 week Comcast cable commercial (our cable partner) an interview on WSVN Channel 7 advertising the event (our television partner), and a strategic 4 week direct marketing campaign that consists of, Poster/Billboards (Clear Channel), 25,000 Flyer run, two week news print. Lastly, a strategic Internet and social networking blitz. Our hotel partners include "The Courtyard Miami Lakes and the "El Palacio" hotel Calder casino. With the assistance of the TDC grant we intend this year unlike others to increase our marketing range and scope, as we will expound into marketing in major surrounding cities outside of Miami such as Orlando, Tampa and West Palm Beach. We also plan a major national internet campaign that will attract several tourists abroad. The artist's that we have verbal commitments include "Rick Ross Charities", "Dj Khalid", "Flo-Rida" and Udonis Haslem respectfully, to be involved as special invited guests. The TDC grant will also allow us to reach a more broad and diverse crowd by increasing our marketing dollars to diverse channels of promotions.

Why do you require hotel sponsors for a community event?

This ~~event~~ project does not ~~seem~~ to fit the requirements for the TDC. This project ~~seems to~~ There really isn't ~~the~~ any elements to draw tourist. It seems more of a community event.

PROJECT EXPENSE BUDGET 2009-2010

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

		TOTAL CASH EXPENSES	=	TDC GRANT DOLLARS	+	CASH MATCH	*IN-KIND CONTRIBUTIONS
ORGANIZATION'S PERSONNEL							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	3		3,250		3,250	
ARTISTIC:	NUMBER OF ARTISTS:	15		4,000		4,000	
TECHNICAL:	NUMBER OF EMPLOYEES:	3		1,500		1,500	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:	4		25,000	7,500	17,500	
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	25		3,750		3,750	
MARKETING/PUBLICITY				12,500	7,500	5,000	15,000
PRINTING				1,500		1,500	
POSTAGE							
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL				500		500	1,000
EQUIPMENT RENTAL				500		500	
EQUIPMENT PURCHASE							
SPACE RENTAL				1,000			1,000
INSURANCE				249.00		249.00	
UTILITIES							
SUPPLIES/MATERIALS							
OTHER COSTS (ITEMIZE BELOW):							

(44) GRANT AMOUNT REQUESTED ** (MUST EQUAL #48 ON PAGE 8) 15,000

(45) TOTAL CASH EXPENSES (MUST EQUAL #49 ON PAGE 8) 53,749 = 15,000 37,749 38,749

(46) TOTAL *IN-KIND CONTRIBUTIONS (MUST EQUAL #50 ON PAGE 8) 17,000 cap't exceed 13,437

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

(47) TOTAL PROJECT EXPENSES (MUST EQUAL #51 ON PAGE 8) \$ 70,749 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	6,500		
CONTRACTED SERVICES			
TUITIONS			
CORPORATE SUPPORT	12,000	17,000	COMCAST CABLE - \$15,000, DADE COUNTY SCHOOLS - \$1,000, PK GRAPHICS- \$500, WEDR-\$500
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	15,000		
OTHER REVENUES (Itemize below)			

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

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	53,749		
	48,500		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		17,000	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 70,749		* Sum of #49 Cash & #50 In-kind

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

Agenda Item No.: E-1

ORGANIZATION: Pinecrest Premier Soccer, Inc.

GRANT REQUEST: \$25,000

TITLE OF EVENT: Miami Super Cup Soccer Tournament

RECOMMENDATION: \$15,000

EVENT CATEGORY: Sports

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: September 4 - 6, 2010

EVENT LOCATION: 7 Dade County Parks

DESCRIPTION:

Funds are requested to support the marketing costs associated with the production of the Miami Super Cup Soccer Tournament which will undoubtedly show case Miami-Dade County to its fullest. Funding will be used to produce commercials and marketing materials such as brochures, banners for the reserved parks, and to purchase advertisements spots on the Florida Youth Soccer Association website.

HOTEL CONFIRMATION:

Negotiating: Hampton Inn Miami Dadeland; Hotel Indigo Miami Dadeland; Miami Marriot Dadeland; Sonesta Bayfront Hotel Coconut Grove; Gables Inn

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 2,400 OUT OF COUNTY: 1,500

OUT OF STATE: 1,000 FOREIGN: 100

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 3

room nights anticipated: 10,500 Actual room nights used last year: 0

OUTSIDE MEDIA:

TV: Gol TV

PREVIOUS TDC FUNDING:

N/A

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):

004148292

Pinecrest Premier Soccer Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 12855 sw 61st street

City: Pinecrest State: FL Zip: 33156 Website: <http://www.pinecrestpremier.com>

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit (6) Year of Incorporation: 2001

(7) FEI#: 31 - 1761698 (8) State of Incorporation: FL

(9) Required Pre-application Consultation: Date: 3/18/10 Time: 3-5pm

(10) Name: Evan Contorakes X Mr. Mrs. Ms. Miss Dr.

Title: Board Member Phone (day): (305) 301-7039ext.

Email: evan@theevansgrp.com Fax: 305-255-3422 Phone (other): () - ext.

PROJECT INFORMATION

(11) Project Title: Miami Super Cup Soccer Tournament

(12) Starting and Ending Dates: 9/4/2010- 9/6/2010 (13) Starting and Ending Times:

(14) Address or Location of Project: 7 Miami- Dade County parks: Kendall Soccer Park, Deerwood/ Bonita Lakes Park, Tamiami Park, Tropical Park, Three Lakes Park , H.A.R.P., and Amelia Earhart Park and 2 Village of Pinecrest Parks: Pinecrest Gardens, and Evelyn Greer Park.

(15) Municipality in which project will take place (use codes): Primary: # 99 Secondary: # 20

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: # 117 U.S. Congress District: # 18

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

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

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

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

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

of Children (Ages 6-12): 5,000 Total # - All Ages (Ages 0-18): **10,000**

(18b) Total Participation: 10,000
(All Adults PLUS All Children)

Audience/Attending: 5,000

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

We are hosting a Labor Day Soccer Tournament. The name of the tournament is the Miami Super Cup and it is to be held on September 4th, 5th, and 6th, 2010 throughout Miami-Dade County. Teams will pay a registration fee to enter, however, this event is a non-ticketed event for spectators and is open to the general public for viewing.

Based on our national advertising, we're anticipating approximately 500 teams to participate in this event. Out of the 500 teams, 150 of the teams will be local. Approximately 175 teams will be coming from all over the state of Florida and out of state and will require hotel stays and air fare as well as lodging. To date, we are in contact with teams from New York, Texas, Chicago, New Jersey, North Carolina, South Carolina, and Georgia. We expect all of the outside attendees to visit the tourist shopping and dining locations.

We feel that our tournament will attract out of county and out of state teams mainly because this will be a "Premier" Tournament. This tournament will be brand new to the area; therefore, it will be very appealing to other teams. Also, since the tournament is held on a long weekend, the tourists who come will not only enjoy the tournament, but also enjoy major tourist spots in Miami-Dade County such as the beaches. Furthermore, the hotels that we plan to use for this tournament are mainly located in the South Miami, Dadeland, and Coconut Grove areas, and we feel that many of the guests are going to be within walking distance to attractions such as, Dadeland Mall, Dadeland Station, Sunset Place Shopping Center, and Coconut Grove. We have been working with Marry Scott Russel, the President of Chamber South, to book the hotels. The hotels that we are in negotiations with are Hampton Inn Miami Dadeland, Hotel Indigo Miami Dadeland, Miami Marriot Dadeland, Courtyard Miami Dadeland, Holiday Inn Coral Gables, Sonesta Bayfront Hotel Coconut Grove, Gables Inn, and Best Miami Hotel.

We have already secured the following Miami Dade- County Parks for a nominal fee, through Mr. George Parrado, Assistant Miami-Dade County Park Director: Kendall Soccer Park, Deerwood/Bonita Lakes Park, Tamiami Park, Tropical Park, Three Lakes Park, H.A.R.P., and Amelia Earhart Park. Also, we have secured through Loren Mathews Director of Village of Pinecrest Parks, the following Pinecrest Parks: Pinecrest Gardens and Evelyn Greer Park. The Event will start September 4, 2010 and end on September 6, 2010.

We are working with Soccer Skills Unlimited, which is a facilitator of soccer tournaments, and we will be combining our Marketing efforts with theirs. Furthermore, we will be using direct mailing. We have a list of over 1,000 clubs that we will send direct mail piece to about the tournament. We are also using the World Wide Web to advertise our tournament and to send out information in email notifications through 40 soccer tournament websites nationally. Moreover, we are using personal selling as an advertising tool. Since our club, coaches, and administrators are well known in the soccer community, we will personally call our own contacts and leads throughout the country. Many of these contacts are club administrators who could bring multiple teams that they represent. We have a media sponsor with Gol TV and we're anticipating a National TV buy. Gol TV reaches 13 million soccer home in the United States who are the perfect consumer to attend the tournament. The present commitment for Goal TV is \$250,000. Brochures are being distributed at soccer events throughout the state and banners are to be hung at those events and at parks locally. Local businesses have agreed to hang event posters in their places of business. Finally, we have been working with the South Dade Chamber of Commerce to extend our sponsorship and marketing reach.

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:	3		150,000		150,000	5,000
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF						
EMPLOYEES:							
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:			165,000		165,000	5,000
MARKETING/PUBLICITY				210,000	25,000	185,000	5,000
PRINTING				10,000		10,000	10,000
POSTAGE							
IN-COUNTY TRAVEL				10,000		10,000	
OUT OF COUNTY TRAVEL				4,000		4,000	
EQUIPMENT RENTAL				10,500		10,500	2,000
EQUIPMENT PURCHASE				6,000		6,000	
SPACE RENTAL				25,000		25,000	
INSURANCE				3,500		3,500	
UTILITIES							
SUPPLIES/MATERIALS				4,000		4,000	
OTHER COSTS (ITEMIZE BELOW):							

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

25,000

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

598,000

 = 25,000 + 573,000

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

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

27,000

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

625,000

 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	400,000		
CONTRACTED SERVICES	80,000		
TUITIONS			
CORPORATE SUPPORT	70,000	27,000	GOL TV
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND	23,000		
OTHER REVENUES (Itemize below)			

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

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

598,000

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

27,000

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

\$ 625,000

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

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

Agenda Item No.: E-2

ORGANIZATION: United States Judo, Inc.

GRANT REQUEST: \$15,000

TITLE OF EVENT: 2010 IJF World Cup U.S. Open and North & Central
American Championships

RECOMMENDATION: \$7,500

EVENT CATEGORY: Sports

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: Non-Profit

DATE(S) OF EVENT: August 27-30, 2010

EVENT LOCATION: 4400 N.W. 87 Avenue, Doral FL 33178

DESCRIPTION:

Funds are requested to support the operational efforts of the 2010 IJF World Cup. U.S. Open, and North and Central American Championships which serve as Olympic and Pan American Qualifier events for the sport of judo. The event will reach at least 30 different countries throughout the world. The grant will assist in an operational successful event which will lead to Miami hosting the event in the years to come.

HOTEL CONFIRMATION:

Doral Golf Resort & Spa (1,500 room nights)

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 200 OUT OF COUNTY: 250

OUT OF STATE: 500 FOREIGN: 60

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

room nights anticipated: 1,500 Actual room nights used last year: 0

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Florida Sports Foundation - \$7,000 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):

153474382

United States Judo, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: One Olympic Plaza, Suite 505

City: Colorado Springs State: CO Zip: 80909 Website: www.usjudo.org

(4) Applicant Institution Type: Cultural Non-Cultural

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

(7) FEI#: 74 - 2160691 (8) State of Incorporation: Texas

(9) Required Pre-application Consultation: Date: 3/18/10 Time: 3:00 p.m.

(10) Name: Jose H. Rodriguez Mr. Mrs. Ms. Miss Dr.

Title: CEO

Phone (day): (305) 818 - 7188 ext. 1003

Email: jose.h.rodriguez@usajudo.us

Fax: (305) 819 - 2545

Phone (other): (719) 271 - 9932 ext.

PROJECT INFORMATION

(11) Project Title: 2010 IJF World Cup, U.S. Open, and North & Central American Championships

(12) Starting and Ending Dates: August 27-30, 2010 (13) Starting and Ending Times: 9:00 a.m.-10:00 p.m.

(14) Address or Location of Project: Doral Golf Resort & Spa (4400 NW 87th Avenue, Doral, FL 33178)

(15) Municipality in which project will take place (use codes): Primary: # 34 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: # 12 Florida State Senate District: # 40

Florida State House District: # 112 U.S. Congress District: # 21

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

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

(18) Expected Participation (# of individuals): 945

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

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

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

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

Audience/Attending: 560

Performing/Instructing 897

(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

From August 27, 2010 to August 30, 2010 Miami will be the epicenter for the world of judo. The premier event, the International Judo Federation (IJF) World Cup is an Olympic Games qualifying event which elite level athletes from throughout the world will need to attend in order to gain points towards their overall ranking. The athletes with the highest ranking in their respective national delegation will be selected to compete at the London Olympic Games in 2012. USA Judo will also be hosting the US Open and the North and Central American Championships the same weekend. Both are international events, with the latter being a qualifier for the 2011 Pan American Games. Other events to take place during the week are the Opening Ceremonies, the Judo Federation (JF) Workshop, the USA Judo Board of Directors Meeting, and the General Assembly for Delegation members. While these events are attended by invited members of the judo community, the public is welcome to attend. These ancillary events, which are also being held at the Doral Golf Resort & Spa, will draw the top executives in international judo, with over 30 countries being represented at the event. All teams will be housed at the Doral Golf Resort & Spa, with some spectators and most officials staying there as well. Other spectators will stay at surrounding hotel properties, including the Blue at Doral. Contracts are still under negotiation at present time, but approximately 1,500 room nights will be contracted for athletes, staff, and officials, and a rate will be offered and promoted to international spectators. Over 1000 spectators are expected to attend the event throughout the weekend.

The estimated economic impact of this event is over \$1 million dollars. The event is open to the public and tickets will be priced at \$25 for a day pass. The schedule of matches will be determined each day after athletes have weighed in, but competition will be held from 9:00 a.m. to 10:00 p.m. daily. TDC funds received for this event will be allocated towards the operating expenses incurred at the facility. Hosting an event of this international magnitude will require extensive services and staff at the venue. However, a successful event will help encourage a return of events of this nature, and reinforce Miami as the "Gateway to the Americas". The international market brought to Miami as a direct result of this event, along with the international exposure to over 30 countries will provide an immediate boost in the economic climate of Miami and its foreseeable future. Marketing plans for the event will include grassroots efforts such as email blasts to the 11,000 local and national USA Judo members. The database is currently owned by USA Judo and no cost is associated with this emailing effort. Flyers will also be distributed at International events in Panama, El Salvador, Turkey, Paris, Brazil, Venezuela, and Germany, among others. There are also negotiations taking place for the United States Olympic Committee (USOC) to have a national television broadcast of the event, with the option of broadcasting internationally still being determined. This exposure will increase the promotion of Miami as a travel destination.

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>	5,000				5,000	
ARTISTIC:	NUMBER OF ARTISTS: <u>0</u>						
TECHNICAL:	NUMBER OF EMPLOYEES: <u>0</u>						
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS: <u>0</u>						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES: <u>1</u>	3,000				3,000	
MARKETING/PUBLICITY		10,000				10,000	
PRINTING							
POSTAGE							
IN-COUNTY TRAVEL		5,000		4,000		1,000	
OUT OF COUNTY TRAVEL							
EQUIPMENT RENTAL		12,000		11,000		1,000	
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE		3,000				3,000	
UTILITIES							
SUPPLIES/MATERIALS		6,000				6,000	
OTHER COSTS (ITEMIZE BELOW):							
	HOUSING	20,000				20,000	
	FOOD	11,000				11,000	
	SANCTION FEES	2,000				2,000	
	OFFICIALS	8,000				8,000	
	AWARDS	2,000				2,000	
	SECURITY	8,000				8,000	

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

15,000

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

95,000

=

15,000

+

80,000

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

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

0

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

\$ 95,000

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	3,000		
CONTRACTED SERVICES	60,000		
TUITIONS			
CORPORATE SUPPORT	5,000		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT	5,000		
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE <u>Florida Sports Foundation</u>	7,000		
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)

95,000

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

0

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

\$ 95,000

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

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

Agenda Item No.: F-1

ORGANIZATION: Sportsmen's Adventures Productions, LLC

GRANT REQUEST: \$25,000

TITLE OF EVENT: Florida Insider Fishing Report

RECOMMENDATION: \$15,000

EVENT CATEGORY: Television

FUNDING CATEGORY: First Time

FUNDING YEAR: 1st

STATUS: For Profit

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

EVENT LOCATION: Various Locations

DESCRIPTION:

Funds are requested to support expenses in producing a fishing report program on sport fishing, airing April through October. The show will be shot live in a studio in Miami. Funds will be used to finance the production and editing of the show.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

MDC RESIDENTS: 1,288,255 OUT OF COUNTY: 5,312,
314

OUT OF STATE: 12,886,000 FOREIGN: 0

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:

T.V.: Sunsport Cable TV Network

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):

#962035692

Sportsman's Adventures Productions, LLC.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 17345 SW 264 Terrace

City: Homestead State: FL Zip: 33031 Website: floridainsiderfishingreport.com

(4) Applicant Institution Type: Cultural Non-Cultural

(5) Corporate Status: Non-Profit For Profit

(6) Year of Incorporation: 2009

(7) FEI#: 27 - 1772634

(8) State of Incorporation: FL

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

(10) Name: Rick Murphy

Mr. Mrs. Ms. Miss Dr.

Title: President

Phone (day): (305)951-2557 ext.

Email: rick@sportsmansadventures.com

Fax: (305) 242 - 2191

Phone (other): (305) 242-0069 ext.

PROJECT INFORMATION

(11) Project Title: Florida Insider Fishing Report

(12) Starting and Ending Dates: April 7-Sept. 29, 2010 (13) Starting and Ending Times: Varies

(14) Address or Location of Project: Telemundo Studios 2290 West 8th Ave., Hialeah, FL 33010

(15) Municipality in which project will take place (use codes): Primary: # 01 Secondary: # 04

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

(16) Miami-Dade Commission District: # 8 Florida State Senate District: # 38

Florida State House District: # 119 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): 600,000 viewers weekly

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

of Infants/Preschool (Ages 0-)

of Youth (Ages 13-18):

of Children (Ages 6-12):

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

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

Audience/Attending: 600,000

Performing/Instructing: 12

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

(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.

What: This project involves the production of a television fishing show which is broadcast to over 600,000 people within Florida and the southeastern region of the United States on the SunSports Network. The Florida Insider Fishing Report is an Emmy-winning talk show featuring Capt. Rick Murphy as one of the hosts. This is the sixth year of production for the show, though the first time the show has gone to production in Miami-Dade County and under the direction of SAP. Production will take place once a week for 26 weeks from April through October. Each of the 26 original episodes will feature regionalized fishing reports delivered by a captain from each area. The production timeline for the show is approximately 3 days per episode. Each episode is based around a different concept, usually a themed species of the week. Each episode requires approximately 1 day to film. Post production then takes approximately 1 day to complete. The episode is then sent to SunSports to be aired on scheduled broadcast dates, four times a week.

How: During this 90 minute show, there is a region dedicated to Miami-Dade County. During this segment, professional captain and Miami native, Ray Rosher, will report from his charter boat fleet, which operates out of Coconut Grove. He emphasizes the fabulous fishing opportunities the Miami has to offer. The show graphically details why Florida is the nation's top tourist destination for fishing and why the fishing industry accounts for more dollars in Florida than the citrus industry. Each location is highlighted on a weekly basis and close to 1 million potential tourists are taught tricks and techniques for fishing in those areas. Special guests, sponsors and fishing industry celebrities from around the world appear in-studio to give tips and talk about unique fishing experiences. Because the Florida Insider Fishing Report will be broadcast from the Telemundo Studios in Miami, that area will receive added coverage and allow for more opportunity in recruiting tourists. Capt. Rick Murphy is a Miami-Dade County native and a well-known personality who specializes in fishing in this area.

When: There will be a total of 26 original shows produced between April 2010 and October 2010. The show will repeat three times per week, reaching a total of close to 600,000 viewers per week or 15,600,000 over the 26 week period. Including repeats, the Florida Insider Fishing Report will broadcast 104 times during the 26-week period.

Where: The show will be taped live in the Telemundo Studios in Miami for 26 weeks beginning in April 2010 and ending in October 2010.

What: The Florida Insider Fishing Report has ramped up its advertising and marketing efforts. An autograph session at the Miami Boat Show attracted more than 2,000 fans over two days. Additionally, SunSports has been and will continue to run 1,140 commercials promoting the network's top-ranked show. Host Capt. Rick Murphy has several regular media obligations such as live promotions at the Florida Marlins and Tampa Bay Rays games which allow him to advertise the show via word of mouth. The Florida Insider Fishing Report also relies on its nine professional fishing captains to promote and market the show in their respective regions. Marketing materials such as web sites, t-shirts, hats, posters and business cards to promote the show are also distributed at local tackle stores and boat dealerships throughout the state.

How: Capt. Rick Murphy is a very well known and respected charter boat captain, who entertains and educates the viewers in each episode. Viewers include South Florida locals, key members of the fishing industry, fishing captains, as well as female and children anglers. Production of the Miami-Dade portion of the show is an excellent use of the TDC funds because of the number of people that are exposed to Miami-Dade and the fishing resources demonstrated. The Miami-Dade segment of the show is the most important and draws the biggest advertising sponsors. The Florida Fish and Wildlife Conservation Commission is dedicated to establishing Florida as the Fishing Capital of the World, the Florida Insider Fishing Report helps perpetuate that trademark.

(34) Briefly describe your marketing strategy in as much detail as possible using only this space. What specific efforts will be made to generate tourism (i.e. program content, promotional efforts, site, special incentives, etc)? You may attach a copy of your marketing plan or press kit, if available.

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 *ATTACHED							
ADMINISTRATIVE:	NUMBER OF EMPLOYEES:	2		102,000		102,000	
ARTISTIC:	NUMBER OF ARTISTS:						
TECHNICAL:	NUMBER OF EMPLOYEES:	3		93,600		93,600	
OUTSIDE ARTISTIC FEES:	NUMBER OF ARTISTS:						
OUTSIDE OTHER FEES:	NUMBER OF EMPLOYEES:	9		35,100		35,100	
MARKETING/PUBLICITY				10,000		10,000	
PRINTING				5,000		5,000	
POSTAGE				500		500	
IN-COUNTY TRAVEL							
OUT OF COUNTY TRAVEL				7,800		7,800	
EQUIPMENT RENTAL							
EQUIPMENT PURCHASE							
SPACE RENTAL							
INSURANCE				6,500		6,500	
UTILITIES							
SUPPLIES/MATERIALS				3,000		3,000	
OTHER COSTS (ITEMIZE BELOW): *ATTACHMENT							
LEGAL/PROF FEES				10,000		10,000	
PRODUCTION/SHOOTING/EDITING/STUDIO				161,330	15,000	146,330	
AIRTIME				222,800	10,000	212,800	
SET DESIGN, GRAPHIC, MUSIC				12,000		12,000	

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

25,000

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

669,630

=

25,000

+

644,630

(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)

\$669,630

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	644,630		
FOUNDATION SUPPORT			
PRIVATE/INDIVIDUAL SUPPORT			
GOVERNMENT GRANTS (Identify source)			
FEDERAL _____			
STATE _____			
LOCAL _____			
APPLICANT CASH ON HAND			
OTHER REVENUES (Itemize below)			

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

(49) TOTAL CASH REVENUES (MUST EQUAL #45 ON PAGE 7)	669,630		
(50) TOTAL IN-KIND CONTRIBUTIONS (MUST EQUAL #46 ON PAGE 7)		0	
(51) TOTAL PROJECT REVENUES (MUST EQUAL #47 ON PAGE 7)	\$ 669,630		* Sum of #49 Cash & #50 In-kind